SATURDAY NIGHT

FEBRUARY 21, 1950

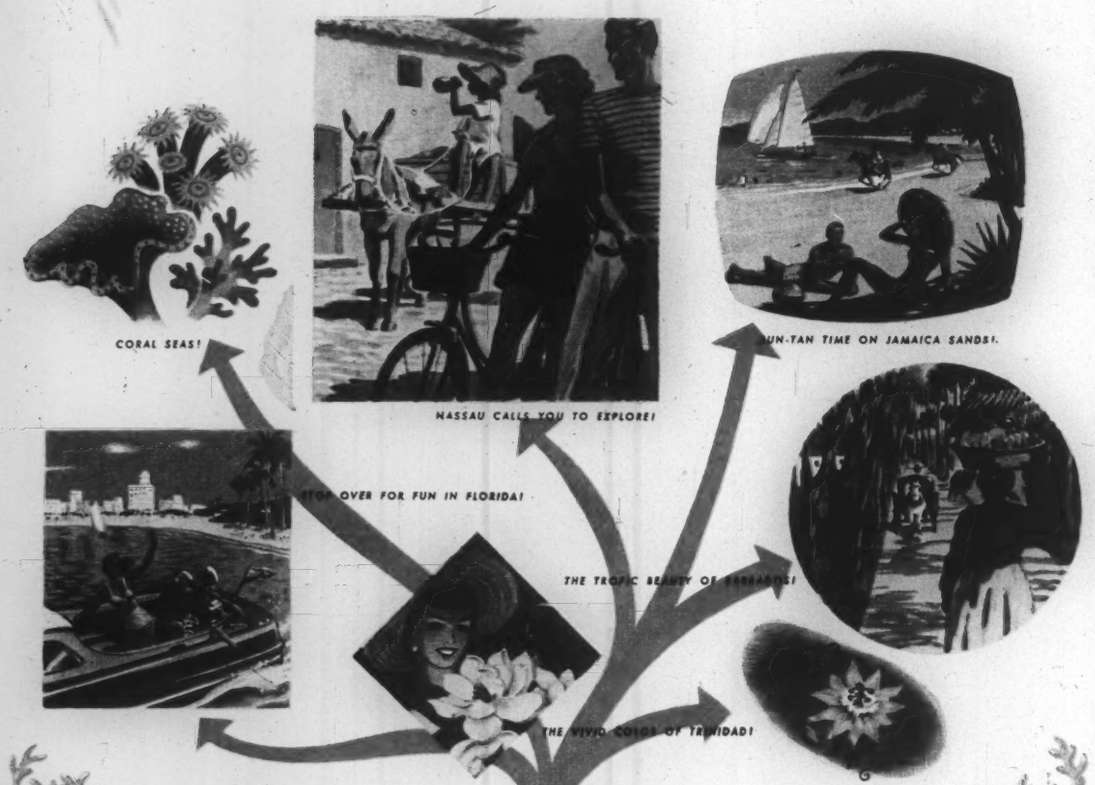
SWEETBRIAR: *Princess Pats and a real enemy.* *See Page 12.*

EDMONTON: HARNESSING THE BOOM

See Page Eight

10¢

Eve of the British Elections - Willson Woodside
Sweetbriar: Not All Make-Believe - Michael Young
Let's Start Our U.S. Sales Drive - R. L. Hoadley


CORAL SEAS!
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letters

Highly Qualified, $6900

YOUR EDITORIAL "Highly Qualified, $5,000" (SN Jan. 24), was very interesting. Along the same line I am enclosing a leaflet asking for the services of a very highly trained medical officer for DVA at Calgary—also at a ridiculous salary.

A moment's consideration of the advertisement would show that this medical man would have to be above average intelligence and would have been obliged to spend a minimum of 12 to 14 years in medical studies, and after that "an extensive practice of medicine." He is to have a Fellowship in the Royal College of Physicians and Surgeons!

The answer, of course, is that if the DVA can secure such a paragon (for $6900-7200) he will be either (1) independently wealthy, or (2) financially very naive.

Russell, Man. THOMAS J. BROWNLEE

Mr. Ledit Replies

YOU DID ME serious wrong by your editorial (SN Jan. 31), and I beg you to have the courtesy to correct it.

1. I never said, nor implied, that "a hot war between Communist and non-Communist countries is inevitable". I said something quite different, that it was "difficult to consider a world struggle as improbable". The first statement, had I made it, would have laid me open to a charge of warmongering, which is something I detest beyond words. The second statement considered a probability which we should face in order to prevent this world struggle (cold, hot or lukewarm) from becoming a reality. This—I hope, is not in contradiction with the blessedness promised to peacemakers.

2. I did not say, nor imply anywhere that "the cold war can be won only by upsetting the Communist regime". I spoke neither of cold war, nor of upsetting Communist regimes. Your Editor has a fertile imagination! I questioned the wisdom of allowing private interests to carry on a dangerous trade, in order to build up, against a consideration, countries that may turn against us.

3. I still think that American charity did its duty in Russia between 1921 and 1923. Therefore the slogan "No Truck Nor Trade With Reds" cannot possibly express my point of view. But I also think that the selling and buying of this American wheat, in 1923, —selling by Russia, and buying by other countries—was very dirty business.

"Relations" JOSEPH H. LEDIT

Montreal, Que.

MS for Multiple Sclerosis

YOUR ARTICLE "Jesus, Lenin, and A. E. Smith" (SN Jan. 31) provides an interesting error, in the use of MS for manuscript, as well as a timely comment. In my earlier days, Mss used to have that meaning, and in more recent times MS has probably meant everything from mustard to mess.

However, it has been adopted as a short term expression for Multiple Sclerosis, the Crippler. The Society sponsoring greatly needed research on MS would be reluctant to let your use of MS, whether right or wrong, pass unheeded while they are heart deep in a campaign across Canada using these symbols in an effort to take the mystery out of MS.

Montreal, Que. F. E. WINTER

Gorffwyfsa, Not Gorfwyfsa

CANADIANS of Welsh descent are happy to learn that the residence which the Dominion Government has purchased for the prime minister has a Welsh name. They would view the matter with greater satisfaction if the name had been given its correct spelling. The Welsh spelling is Gorffwyfsa.

The word comes from the Latin corpus (body), Welsh corff, gorffwys, rest the body, hence gorffwyfsa, a place to rest the body. In the 12th-14th centuries the spelling had an additional *y*, thus: gorffywyfsa.

SAMUEL DAVIES

Saint Andrews-by-the-Sea, NB.

■ *This seems to cover the subject quite thoroughly.*

Supreme Court Dangers

YOUR EDITORIALS regarding the change which constituted the Supreme Court of Canada the final court of resort have met with my warm approval.

It is to be doubted if many Canadians realize the implications of the method adopted by Parliament to make the Supreme Court of Canada the final court of resort . . . The danger inherent in the present constitution of the Supreme Court of Canada, to my mind, is that, although this Court is the final arbiter of the legislative fields of the Dominion and the Provinces respectively, its constitution and composition and the limitation of the right of appeals are solely determined by the Parliament of Canada.

It is thus possible for the Parliament of Canada, if dissatisfied with decisions of the the Supreme Court of Canada, to drastically alter the composition and organization of the Court.

In a country where the individual members of both Commons and Senate are under such effective discipline by the cabinet, the facility with which a Government of the day, with dictatorial tendencies, could render meaningless what rights the Provinces now have and "pack the Supreme Court" as Roosevelt attempted to do, is apparent.

It is my firm belief that the basic provisions governing the composition, salaries and rights of appeal of the Supreme Court of Canada should be so embodied in the constitution that they could not be changed without the consent of a majority of the Provinces or some equally effective safeguard.

Saint John, NB JOHN P. PALMER

Nova Scotia's Negroes

FURTHER to my article "Nova Scotians: No longer Colorblind" (SN Feb. 7) I should like you to mention the fact that last June and July the Canadian Association for Adult Education, on the recommendation of its NS Division, provided a grant which enabled the Rev. W. P. Oliver to travel and study work being done on the Atlantic Coast for negroes. His trip took him as far as the Booker T. Washington Institute, Tuskegee, Alabama.

Halifax. MARJORIE MAJOR

Get Busy, Canada!

IN REGARD to "The U.S. and Our Trade Policy" (SN Jan. 17), I would like to say that as a subscriber and a citizen of the United States, it is my earnest belief that you folks in Canada do not realize the real reason why you do not get more business in the United States.

In the complicated world in which we live today people do not have much time to hunt for merchandise. They take that which comes to them with the least effort. Even though there is a lot of misunderstanding in the United States as to Canada by Americans who have never been there, the fact remains that there is a very warm place in the hearts of Americans for your country.

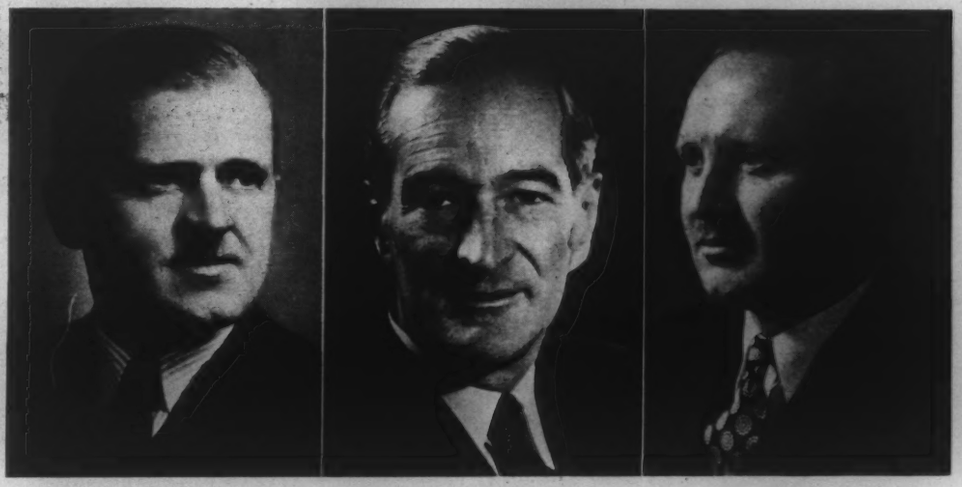
It is my firm and honest belief that you are "missing the boat" because you are not coming in here and doing a high-powered, on-the-ground job of selling to the American Public. You should have salesmen in every state in the Union pushing Canadian wares and manufactured merchandise. You should have a Canadian Trade Commission in the United States that *would maintain a powerful lobby in Washington to constantly advance the interests of Canada, her manufacturers and producers.*

This Commission should be in the United States and have among its personnel a large number of Americans who know the American market. I have had some experience in lobbying in Washington and can tell you that a lobby is generally a perfectly normal and proper thing and very helpful in most instances to the legislators in Washington who have to make the laws and tariffs of the United States.

I firmly believe that with an *aggressive enough sales policy* on the part of Canadian business, the problem of American dollars in your country can soon and permanently be solved . . . Frankly, you folks *are not doing a sales job over here* . . . The U.S. is your natural and richest market. Why not exploit it to the full?

Sault Ste. Marie, Mich. CLIFFORD D. EVERETT

ROYAL BANK APPOINTMENTS



G. W. BELLEVUE M. A. O'HARA T. C. MARSHALL

Appointment of G. W. Bellevue as Supervisor of Manitoba branches is announced today by The Royal Bank of Canada. Mr. Bellevue, who has been Manager of the bank's main Winnipeg branch since 1946, succeeds M. A. O'Hara, who will shortly retire on pension. T. C. Marshall has been appointed to succeed Mr. Bellevue as Manager of Winnipeg branch. *

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1,005,300.	CAPITAL STOCK (Paid Up)	1,005,300.
2,327,522.	SURPLUS SECURITY (To Policyholders)	2,384,706.

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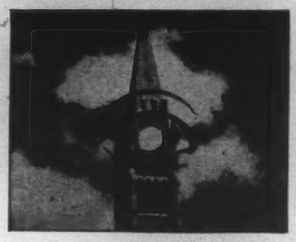
DO LIQUOR AND POLITICS MIX?

One of the big reasons for keeping liquor in politics is that it provides a source of income. SN's Don O'Hearn, from the vantage point of the Ontario Press Gallery, has for years observed the good and the bad of liquor control. In next week's SATURDAY NIGHT he tells what province shows up worst and best in studies correlating crime incidence and liquor control methods.



OTTAWA VIEW

POST-ELECTION FREEDOM

WATCHING the election campaign in the U.K. and the increasing influence on all U.S. policies of the November mid-term elections for Congress, political observers sigh with relief that Canada got her election over last year. The Liberal Government, with its huge majority behind it and four years of office before it, is as free as any democratic government can be from the pressure of special interests. It faces the new session conscious of that fact, and ready to use it.

Behind the reluctance of the St. Laurent cabinet to get into economic affairs any more deeply than it is already, is the feeling that the inevitable postwar readjustment demands flexibility. What Graham Towers, Governor of the Bank of Canada, calls "the pressure of demand on Canadian resources" has already eased. Consumer demand in 1949 was stimulated by tax reductions and repayments, and people bought more last year than in 1948. But the peak of the postwar pressure has passed. So has the peak of postwar prices. We are beginning to steady down, though still at a high level. In the Government view this process goes best if it's left to itself.

HOWE'S HOLIDAY

THE main parliamentary debates on economic policy are not likely in the first few weeks of the session. C. D. Howe will not be back from his European trip until after the beginning of March. It was rather hard on him and on Pearson that their journeyings should have been proclaimed to the world as trips to boost Canadian trade. Howe, who was not well at the beginning of the year, went to Europe for a holiday, leaving open the possibility that he might take the chance to visit various Canadian missions. Pearson had precious little chance to "boost Canadian trade" in his few days in eastern capitals.

PEARSON'S RETURN

SENIOR officials in several departments were eagerly awaiting the reports which Pearson's party did not have time to send when they were away. Pearson's remark to his press conference that "the centre of gravity in the world situation has swung to the east" reflects a considerable reorientation of Ottawa's outlook on the world. For some time the traditional preoccupation with Europe has been yielding (especially in the East Block) to an increasing appreciation that we would have to concern ourselves far more intimately with events in Asia and the Pacific. Pearson's flight round the world was a clear demonstration of the change of emphasis. He admits that he came back with a new vision both of the importance and of the difficulties of this vast area.

Canadian policy is likely to be somewhat cautious while we are so fully extended in other directions and while, as anyone would admit, we remain so slightly informed on the colossal problems that have to be tackled. But in the long run we cannot dodge our part in them.

WHEAT ARGUMENTS

THE argument about Japan's and Germany's part in the International Wheat Agreement, which was left unsettled at the last Wheat Council meeting in London, will be continued privately between the U.S. and Canada. If Japan and Germany are admitted to the Agreement it would be as consumers, good for about 100 million bushels between them. Since in the early stages the U.S. would be paying for it she is reluctant to cut us in for very much. But since these are long-run customers of ours, the Canadian Government wants to supply at least 27 million bushels. That amount would bring our quota under the international agreement from its present 203 million up to the 230 million, which we unsuccessfully tried to get in the original agreement. The U.S., at the present stage, would cut us in for some 10 million less. The next stage is a Canadian-U.S. meeting either here or in Washington.

ARMS INTEGRATION

U.S. AND CANADIAN forces manoeuvre together in the Yukon, but their Governments still argue about "integration". The flutter about Canadian arms purchases under the new military assistance act was a muddle caused partly by bad drafting of the act and partly by officials applying it unintelligently. The worst features were soon cleared up when it got to ministerial level. But even with that settled, the Canadian armed forces will not buy any more than they can help from the U.S. till they are given means of paying for it. Some things, mostly parts, we must have. One item alone, for the F86 fighters which Canadair is building, costs $10 millions. But the Government is determined not to increase the military drain on our reserves.

A first step towards solution would be for the U.S. Administration to use its powers to let Canadian factories make weapons for Europe under the Military Assistance program. But integration will remain a matter of speeches rather than fact until the U.S. forces are allowed to buy some of their equipment in Canada as they did during the war.

SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY
Established 1887

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COVER

PREPARING for winter warfare, the Canadian army has been conducting a series of training exercises under very severe conditions. Exercise Sweetbriar, which is now going on in Yukon and Alaska, is the climax of these exercises. The famous "Princess Pats" is the main Canadian force in the exercise; two members of the regiment, Pte. J. M. Scott (left) of Mose Ambrose, Newfoundland, and Pte. H. Shore of Vernon, BC, are shown taking up a bren gun position during one of the earlier exercises at Wainwright, Alberta. Sweetbriar will be a hard test of men and equipment, but it takes training like this to toughen up the soft spots in North American defence. For more details on Sweetbriar see Page 12.—*Canadian Army Photo.*

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Vol. 65, No. 20 Whole No. 2965

Capital comment

Relief for Parliament?

IT IS one thing to deplore the break-down of parliamentary government in Canada and elsewhere; quite another to put forward any remedy which does not lead to a worse condition. That it is breaking down, and why, needs no labored proof. Christopher Hollis, British MP, whose diagnosis of the British situation was recently published in book form, "Can Parliament Survive?" says very simply that it is breaking down "because Parliament has neither the time nor the competence to perform the tasks allotted to it."

Hollis would restore Parliament's position by taking away many of the tasks now allotted to it. He would give them to what he calls a "House of Industry" — a House with a membership elected on an occupational basis, constituting as *The Economist* put it, "the uppermost levels of a whole system of industrial self-government."

We have nothing like this in Canada, but in Britain there is, Hollis says, the analogy of the Church Assembly. Parliament would have the right of veto. Hollis's idea is that this separate industrial parliament, hived off from the political party system, would assume all those regulative powers over the economic life of the nation which Parliament at present tries to exercise, but is not competent to do or has not the time to manage.

This is another version of corporation, a word with an unsavory taste for liberals. *The Economist* contends that "to remove from the competence of the House of Commons—except for a right of veto which, if exercised, would make for a frightful intestinal discord in the body of government — matters which vitally affect economic life, is to make nonsense of parliamentary democracy."

What Reforms for Us?

We are not likely to have this solution advanced in Canada for many years. But among the other alternative reforms, what looks attractive? Attacking it from another angle, that of increasing the competence of the individual MP's, rather than reducing the range and burden of their duties, students have advocated certain things. These include formal training for members, pensions so as to make it an attractive life work or career, better pay, additional research facilities, and drastic reorganization of parliamentary rules.

For example, R. J. Deachman, veteran writer on political and economic themes, and private member for North Huron (1935-40), recently advocated a reduction in the number of members from 262 to something like 150 to 180, better remuneration, better office facilities, more stress on quality, adequate provision for briefing and educating new MP's.

With only 150 members in the House, he would pay each of them $10,000, as against the present $6,000. But he would then expect that every member would enter on his duties as a full-time task. He would provide a private room or office for each member (at present practically every member "doubles up"). He would expect more intense study of current problems. He wants to see more discussion and less talk. Instead of 40 minute rambling speeches in the House he believes members could learn to be more effective in 15.

Reforms for Congress

At Washington there is a similar problem. Robert Heller, in a pamphlet, "Strengthening the Congress", also urged paying Congressmen more and providing additional facilities. He would also remove some of the work load. He cites the case of a Senator who "is on four major committees and two minor committees, even though he believes it virtually impossible to do a good job on more than two committees. He receives 500 letters per day, all of which are important to the senders. He has party responsibilities necessitating his constant presence on the Senate floor. He should know generally about all legislation coming forward in other committees. He keeps in touch with his constituency. He receives delegations of citizens."

If to pay more for members would guarantee greater capacity to discharge the new heavy loads, it would be a simple and relatively inexpensive reform. But is the assumption sound? The late Colonel O. M. Biggar, a shrewd judge of democratic institutions, dropped me a note when the increase from $4,000 to $6,000 was being advocated: "Already there is a tendency, I think, to regard the indemnity as an attraction to men who have no gift or real interest in legislative work," he wrote, "and the dangers of making it financially still more attractive seem to me to be substantial."

by Wilfrid Eggleston

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SATURDAY NIGHT'S

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Further particulars and information as to the method of application may be obtained either from Mr. T. H. Matthews, Registrar, McGill University, Montreal, Canada, or from The Secretary, Association of Universities of the British Commonwealth, 5 Gordon Square, London, W.C.1. The closing date for the receipt of applications is **31st May, 1950.**

then and now

Appointments

Stanley F. Dingle, 49, formerly of Winnipeg, becomes CNR Vice-president in charge of operation. He was assistant to the late N. B. Walton who died in January.

Dr. J. S. Watson, 80, is the first Field Secretary for Manitoba and Saskatchewan of the Lord's Day Alliance.

Reginald D. Keirstead of Saint John, NB, becomes County Court Judge for that city.

Retirement

Commodore J. Edwards, wartime Commander of HMCS Cornwallis and now Commodore of the Naval Barracks at Esquimalt, BC, after 38 years in the service. His successor will be **Commodore George R. Miles** of Rothesay, NB.

Deaths

Thomas Langton Church, 77, seven times Mayor of Toronto, veteran politician and one of "Big Three" responsible for public ownership of hydro. (See P. 5.)

Sir George Macaulay Kirkpatrick, 83, formerly of Kingston and Toronto, the first Canadian, of Canadian parentage, to become a General in the British Army; in London.

Professor William Burton Hurd, 56, ex-Dean of Arts at Brandon College, Man., and Dean of Arts at McMaster University, 1939-49; noted population expert; in Hamilton, after a long illness.

The **Rev. Salem Goldsworth Bland,** 90, noted labor champion and prominent Methodist Church minister for 50 years, later joining the United Church. (See P. 6.)

Graydon M. Goodfellow, 60, prominent Whitby, Ont., publisher; at Mobile, Alabama, while on a holiday.

Lady Fitzpatrick, 101, widow of Sir Charles Fitzpatrick, Lieutenant-Governor of Quebec (1918-23), and daughter of Quebec's second Lieutenant-Governor, the Hon. R. E. Caron (1873-6).

Ewart C. Cross, 51, Director of Ontario's Community Programs Branch; in Guy's Hospital, London, after a lengthy illness following a heart attack last July.

Dr. William F. Osborne, 76, head of French Department at the University of Manitoba, 1913-1942, and formerly one of Canada's best bilingual speakers; in his sleep in Montreal.

Mrs. Jane Feinberg, 74, widow of Samuel Feinberg, one of the organizers of the Sons of Jacob Society; at Port Colborne, Ont.

Dr. William Douglas Cruickshank, 60, a native of Hamilton, Ont., formerly Director of Public Health Services for the Governments of Iraq and Syria; at Beirut, Lebanon.

Nina Evelyn Lewis, for 25 years Supervisor of Occupational Therapy at the Ontario Hospital, Toronto.

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The enrolment in the Senior School is limited to 175 boys, and in the Junior School to 75 boys. The available vacancies are usually taken many months in advance. There are only a few places left in the Junior and Senior Schools for next September.

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Further information will be gladly given on request to the Headmaster,

PHILIP KETCHUM, M.A.,

Trinity College School

PORT HOPE, ONTARIO

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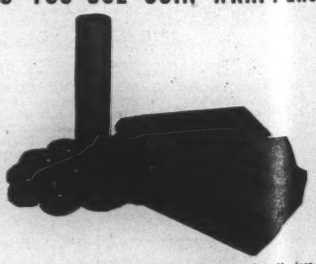

We can supply tubular coin wrappers in all sizes . . . imprinted with your firm name if desired.

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The new handy way to pack coins—sure—fast—simple—neat. Pakoin forms a perfect coin roll in 20 seconds. Only $1.95 each Pakoin (Tax Paid) or set of 3 sizes (dimes, nickels and pennies size) $5.50 (Tax Paid).

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NATIONAL
PAPER GOODS LIMITED

HAMILTON, ONTARIO
Halifax, Montreal, Toronto, Winnipeg, Vancouver

SATURDAY NIGHT

The Front Page

Vol. 65 No. 20 February 21, 1950

Property Rights in Quebec

IT IS GENERALLY assumed that in Canada, under the free enterprise system, anybody who is willing to pay the advertising rate for the required space can secure publication in the periodical of his choice of any statement of facts or opinion which he may desire to have published, whether the periodical approves of the facts or the argument to be drawn from them or not. Indeed it is often argued that this free access to the means of publicity, for those who can afford to pay its cost, is an essential part of the process of democracy. Where the object of the advertiser is to sell goods, the periodical usually reserves the right of refusing the advertisment if it thinks the sale of the goods is against the public interest. There is also a further limitation, in that no periodical is expected to expose itself to any risk of libel on account of statements made by an advertiser.

We are therefore somewhat interested in the statement made by the National Executive of the United Jewish Peoples Order, the society whose Montreal office was recently padlocked by Mr. Duplessis, that an advertisement stating the position of the Order in regard to this padlocking was offered to the Montreal *Daily Star* and refused. We do not hold the *Star* in any way responsible for this refusal. The Order has been padlocked in Quebec, and the *Star* is no doubt advised by its lawyers, quite possibly correctly, that the Order has no right to publish anything in the Province while it is under this interdict,—that it has in effect no legal existence. But the situation that is created when a corporate body can thus be deprived not only of the use of its property but also of its legal existence by a mere order of the Attorney General, for which he does not have to produce any supporting evidence and which cannot be questioned in the courts, is somewhat alarming.

We are particularly anxious that the effect of the Padlock Law upon property rights should be appreciated by those numerous voters in the Province of Quebec who profess an anxiety that property rights should be maintained and respected. The Order is a duly incorporated body, which carries on the business of a fraternal society, providing medical, hospital and death benefits to its members, as well as doing fraternal, cultural and educational work. It is affiliated with the Canadian Jewish Congress. Its cultural centre in Montreal was built with its own funds, raised from thousands of contributors in the Jewish community of Montreal. These premises have now been taken over by Mr. Duplessis, who has removed from them several truck-loads of office machines, organization records, files, correspondence, and library books. No "due process of law" was gone through, and none was required to be gone through, before Mr. Duplessis closed the premises and took possession of the machines and records. All that was needed was an order signed by Mr. Duplessis stating that in his opinion the premises were used for Communistic propaganda—a statement which the Order flatly denies in the advertisement which the *Star* did not publish.

These premises, these machines and these records are obviously "property," and property essential for the carrying on of the business of the Order—which, we repeat, has never been shown in any court to be illegal. There is no means by which the Order can seek the rescinding of Mr. Duplessis' padlock order in any court, nor the restoration of the machines and records. The premises will be unpadlocked at the end of a year, thus allowing Mr. Duplessis to claim that his action is not confiscation. The police are probably supposed to return the machines, records and books when they have finished examining them; we have no great faith in the ability of the Order to get them all back if by that time it should find some of them missing, or to get compensation for their loss.

The Padlock Law is supposed to be an attempt to preserve the property system by protecting it against the attacks of Communism. We distrust any attempt to preserve the property system that begins by destroying the rights of property.

The Late T. L. Church

TO A CERTAIN generation of Torontonians he never ceased to be "Mayor Church." He began helping to govern the city of Toronto in 1899, became Mayor in 1915, and left that post ("voluntarily," says "Who's Who in Canada" quite correctly) only when in 1921 he began his long membership in the House of Commons. That membership was broken only by his defeat in 1930 in Toronto West Centre; he got back in 1934, but for those four years he was a lost soul.

Those to whom he was not "Mayor Church" always thought of him as "Tommy Church." He owed his fifty years of almost continuous public office to his unrivalled memory for the faces, names and pedigrees of innumerable Torontonians and Ontarians. In the latter years of his life he must have known more than a hundred thousand persons well enough to greet each one by name and inquire after his relatives. Since he began long before the days of Pelmanism and other memory systems he must have had his own system, or perhaps it was rather an instinct than a system. He began running for office while still a student, and before leaving Osgoode Hall he was elected president of the University College Literary and Scientific Society, a position then customarily held by a recent graduate of the University. Having thus set his hand to the electoral plough he never looked back.

Unlike his rival in length of mayoral term, Médéric Martin of Montreal, he was not a backslapper, and he got his votes because he convinced people that he was really interested in them, and not by any sacrifice of dignity. An interest so extremely widespread could not obviously be very deep, and "Tommy" Church had few really intimate friends, and remained a bachelor all his days. His politics were as instinctive as his memory, and after 1930 they came to consist almost wholly in a conviction that the world had taken the wrong

HORNS OF A DILEMMA

turning when it abandoned the Toryism of the nineteenth century, a conviction which enabled him to say "I told you so" about every regrettable circumstance since the great depression. Yet he was one of the pioneers in the early days of public ownership in the hydro-electric industry. We still think that his mayoralty was the high point of his career, with its splendid work for the comfort of the troops and the bereaved of that tragic period.

Dresden Is Sensitive

WE ARE developing a certain amount of sympathy with the citizens of Dresden, Ont., in spite of the fact that they have involuntarily done more to advance the cause of Communism in non-white countries than any body of Canadians has managed to do for the past five years. One of them, a broadminded Dresdenite, Dr. J. A. Ruttle, writes to the Chatham *Daily News* to protest against the report of a recent address by Mr. J. A. Edmison in the neighboring town of Ingersoll, in which Mr. Edmison was made to say that Dresden had recently passed a bylaw "prohibiting Negroes from eating at town restaurants".

This is of course a shocking misrepresentation of the facts, and we know Mr. Edmison too well to believe that he said anything of the kind. What actually happened is that the Dresden electors voted No on a plebiscite asking them whether they wanted the council to pass a bylaw prohibiting licensed restaurants from refusing to serve any person on account of race or color. Since the Province is full of municipalities which have no such bylaw, but which have escaped publicity by never having a plebiscite on the question, it is a little hard that Dresden should be singled out for criticism.

Their subsequent sensitiveness on the subject is both natural and admirable. Dr. Ruttle reminds the Chatham *Daily News* that actually, of five restaurants and one hotel, three in Dresden serve all races; that in Chatham itself the Leonard de Paur Infantry Chorus of 35 Negro veterans who recently gave a concert in the Vocational School "left immediately afterwards for Sarnia, 50 miles away, without even a lunch because there was no accommodation for them in Chatham"; and that "in Wallaceburg and Blenheim a colored person cannot own property or remain in the town overnight".

SATURDAY NIGHT has paid little attention to the Dresden plebiscite because we have believed that its significance was greatly over-estimated. It is our view—and it may well have been the view of many Dresdenites who voted No—that the task of diminishing discrimination in public places is primarily one for the Provincial Legislatures. What interests us is the real state of public opinion on the subject, and it is gratifying to find that a certain sensitiveness on this subject is developing in a section of Canada where the Negro population is an important, and very well behaved, element of the community.

The Late Salem Bland

IN THE era which came to an end in the 'thirties with the onset of the great depression, and the first realization by Canadians that it was possible for a man and his family to starve to death in Canada without any fault of their own, there was a good deal of ruthless use of power against the economically unprivileged, and still more of blind disregard of their plight. Against that ruthlessness and blindness there had been protests in the United States ever since the turn of the century; but few such voices were heard in Canada until Dr. Salem Bland led a crusade against this smugness which within twenty years changed the whole color of Canadian thinking.

He became the leader of this crusade by reason of the unquestionable sincerity and unselfishness of his motives and the immense courage with which he faced the risks of personal disaster in pursuit of what his conscience told him was right. An obituary notice has spoken of his expression as being "an unusual blending of humility and nobility". That expression was the mirror of a heart in which the same qualities were dominant. They make an irresistible combination. Dr. Bland outlived the battle and enjoyed several years of quiet distinction before his death last week.

The Pol. Sci. Association

THE Canadian Political Science Association has experienced a grave loss in the death of its president, Prof. W. B. Hurd, Dean of Arts at McMaster and a leading authority on population

—National Film Board

ECONOMICS *should be practical: Kierstead.*

science. With Prof. H. A. Innis of Toronto and Prof. B. S. Keirstead of McGill he has long been among the most devoted members of the Association, which in its short life of twenty-one years has established itself as one of the leading learned bodies of the world. It has nearly 1500 members, and its quarterly, the *Canadian Journal of Economics and Political Science*, is an excellent piece of scientific editing.

Here's Hoping

THE *creek is bound in icy chains*
The Arctic breezes blow,
And all the little woodland lanes
Are full of drifted snow.
But here the Seedsman's Catalogue
Of radiant flowers to be
Says "Phooey!" to the rime and fog
And mocks the mercury.

The Iron Curtain still is down,
The Soviet hetmen curse,
And all the Western nations frown
For fear things may get worse.
But Truman wears a seedsman's smile,
Watches the world revolve,
And says that in a little while
The Cold War will dissolve.

J. E. M.

The Association is taking an effective part in the formation of the new International Economic Association, on whose Council it is represented by Profs. Innis and Keirstead. The former is now widely known for the philosophical quality of his more recent work, a brilliant example of which was his paper for the University of Michigan on the effect of the prevalent medium of communication in any given culture upon the kind of ideas that get themselves communicated in it. He sees radio as introducing "a new phase in the history of western civilization" by destroying the communicative monopoly of the press.

Prof. Keirstead, now a vice-president of the Association, is the author of "The Theory of Economic Change" (Macmillan, 1948). He is one of the most practical of our economists, believing that "economics ought to be directed to policy problems; that it ought to be analytical and critical and not purely descriptive". He is a rebel against the current American trend towards limiting economics to a sort of business of observation—a posting up of the patient's chart rather than a diagnosis of his disease and a search for remedies.

Canadian Opera

SINCE our last issue went to press the Royal Conservatory Opera Company has greatly enlarged its record of achievement. We had not then heard its production of "La Bohème", the most modern and the most exacting of the three works in its program for this season—a production which stirred the audience to a pitch of enthusiasm far exceeding anything which could be attributed to mere sympathy with a courageous Canadian undertaking.

"La Bohème" is a work which is still capable of exciting emotion in an audience by its dramatic story, and apart altogether from the musical quality of the performance that story has seldom been enacted on a Toronto stage with better effect. In a few cases, notably that of the highly dramatic *Colline* of Ian Rubes (he was equally valuable as the *Commendatore* in "Don Giovanni"), this was due to exceptional talents in the performers, but generally it came from brilliant training and direction working upon the requisite supply of intelligent and pliable human material—young fresh voices with personalities still capable of being moulded as the director desires.

The great difference between these performances and any that have been given in Canada by more commercial organizations—and it redounds immensely to the advantage of the Royal Conservatory Opera—is in unity of ensemble. As Thomas Archer, the Montreal critic who covered the productions for the *Globe and Mail*, very aptly expressed it, "you felt that every one wanted every one to be successful." That is an ideal but not a customary condition in operatic performances. It says much for Arnold Walter, director of the opera school, Herman Geiger-Torel, stage director, and Nicholas Goldschmidt, conductor, that they have been able to evoke such a congenial atmosphere.

Sin and the Cinema

THIS weekly will not join in the campaign of the *Globe and Mail* and the *Telegram* to frighten the Ontario Board of Moving Picture Censors into prohibiting the showing of "Stromboli". It is not suggested by the two newspapers that the film is immoral. The reason for which the ban is demanded has nothing to do with the picture. For one newspaper it is the fact that the director and the leading lady have had a baby while the lead-

ing lady was still lawfully married to somebody else. For the other it is the further fact that this relationship has been referred to in the publicity material released by the film's owners.

We dislike newspaper campaigns to influence the decisions of responsible bodies with judicial powers, whether they are boards of censors or Supreme Courts. Perhaps we dislike them more in the case of censors, because they cannot protect themselves by contempt proceedings. We also dislike a great deal, possibly most, of the publicity material used by film producers to get people into their theatres, but we do not think this material is any reason for banning the films.

As for the behavior of the artists in question, we doubt whether it would have been any less regrettable if they had taken the customary precautions to ensure that there would be no baby; yet in that case we feel pretty confident that the two Toronto newspapers would have demanded no ban. In effect they are demanding, not that cinema artists must not sin, but that when they sin they must do it discreetly and carefully.

The object of censorship is not to enforce morality or even caution upon performers or reticence upon publicity men, it is to protect the public from films which may be expected to do harm. We hope the censors will remember that when considering "Stromboli."

The "Relations" Article

OWING to an unfortunate error in the process of make-up, the letter of Mr. Joseph H. Ledit, foreign editor of *Relations*, which was dealt with in this column last week, was omitted from that issue. It appears on the back of the front cover of this issue.

We hope that readers who were sufficiently interested in the subject to look for the letter after reading last week's article will not fail to turn to it this week. The question of the proper attitude of a democratic country towards a Sovietized country is sufficiently important.

On the Word "Catholic"

IT IS an unfortunate but quite unavoidable fact that in Canada certain words in the French language have an entirely different meaning from their exact counterparts (but not equivalents) in English, and vice versa. A "Canadien", for example, is not necessarily the same thing as a "Canadian"; the latter is a citizen or resident or native of Canada, whereas the former is frequently a French Canadian and no other kind of Canadian. Similarly "an Englishman" is not the term that English-speaking Canadians apply, and "un Anglais" certainly is the term that French-speaking Canadians apply, to an English-speaking or Anglo-Saxon resident of Montreal or Quebec.

An interesting example of this difference is the terms "Catholic" and "catholique". In French the latter can safely be used to designate a member of the Roman communion; but in English, and in Canada, the official designation of such a member is "Roman Catholic" (see Dominion Bureau of Statistics, *passim*, British North America Act, and other authorities), and while the unadorned term "Catholic" is quite often used in popular language to mean an adherent of that religious body its use in that sense is resented by adherents of certain other bodies.

The *Montreal Gazette* the other day printed a translation of an article in the French language review *Relations*, from which we have often translated passages for SATURDAY NIGHT. In the operation of translation it replaced the word "catholiques" by the words "Roman Catholics." We should be quite likely to do the same, assuming that our readers would be intelligent enough to know that *Relations*, being both French and "catholique", had used only the single adjective. The associate editor of *Relations*, however, wrote to the *Gazette* "to protest against this usage which scarcely renders justice to Catholics as a body."

The most interesting part of his letter was an extract from a declaration of Mgr. Ronald A. Knox of Oxford, England, commenting on the recent appearance in the *London Times* of an article under the headings: "Catholicism Today: Relations Between Rome and the Christian World". In this article, said Mgr. Knox, "not always, but as often as not, we are referred to as 'Catholics' without any 'Roman' tacked on in front. That would have been impossible, I think, fifty years ago."

We do not find it at all surprising, as Mgr. Knox seems to, that the *Times*, having established, by using the term "Roman Catholic" in fifty per cent of its allusions, that it was talking about the religious body generally so designated by English-speaking persons, should have shortened its reference in the other fifty per cent. Long titles become wearisome with repetition, and when there is no possible ambiguity involved it is quite customary to shorten them. The point is that we do not think the associate editor of *Relations* has the right to be aggrieved because the *Gazette* translated a word in a *Relations* article by what we suggest is the correct English equivalent. In English the word "Catholic", whether noun or adjective, cannot be the title of a single religious organization. It is a general descriptive term, admittedly somewhat vague in application, which is employed by the great majority of English-speaking Christians outside of the Roman communion to describe the whole body of Christians past, present and to come, with whom they claim spiritual communion when they recite the words "I believe in the Holy Catholic Church".

To Mgr. Knox, and the great majority of the users of the French language, a person outside of the Roman Catholic Church cannot be a Catholic. To the members of the Church of England and of all the other religious bodies which recite the Apostles' Creed but do not admit the supremacy of the See of Rome, such a person can be a Catholic. We do not think their views can be ignored by the English language, and we shall not believe that the *Times* is prepared to ignore them until it uses the term "Catholic" to designate the Church of Rome not in fifty per cent of its references but in one hundred per cent.

Life With the Birds

("Her first job is that of cook and housekeeper in the modern comfortable home where she and her husband live. Keeping the beautiful garden where quail and pheasant roam in the crockery (sic) and flower gardens is not included as a duty, but an incidental pleasure." — Excerpt from a *Globe and Mail* by-line article on Mrs. Nancy Hodges, Speaker of the British Columbia Legislature.)

OUT *by the marge of the restless Pacific*
Where zero is rare and the salmon prolific
The ladies have proved they're no longer "the weaker",
For one of them holds the position of Speaker.

As hobbies, this lady rides several horses.
Preparing good dinners with multiple courses
And tending the flowers are things that give pleasure
When freedom from Speaking grants moments of leisure.

We trust Mrs. Hodges our manners will pardon,
But when she hands cups to her guests in the garden
With chocolate or cocoa delightfully foaming in —
Let's hope they're not dishes the quails have been roaming in.

J. E. P.

passing show

"THE Government's policy with respect to hogs may be regarded as complete," says a Western editor. Some people think the government's policy has too much respect for hogs, of too many kinds.

Spain, says a Toronto economist, is paralyzed by state planners. Spain might almost as well have stayed Socialist.

The present agricultural policy of Jimmy Gardiner can be described as locking the stable prices door after the stability has been stolen.

The United States, which always insisted on the Open Door in China, may be expected to do some kicking at the Iron Curtain.

The Speaker of BC will be called "Madam Speaker", which is a great relief to us, as we were afraid it might be "Madam Speakerette".

Now that there is a permanent home for the leader of the Progressive Conservative party, all that is needed is a permanent Progressive Conservative party.

Little change will be needed in the name of Mr. Drew's new house. Just alter "Stornoway" to "Storm-away".

Next year Canada will have a new official atlas, the first since 1915. Atlassed at last!

No, Clotilde, the Russian national anthem is not "Hallelujah, I've a bomb!"

Funny that nobody seems to know any

way of improving the world except that of improving the Other Guy.

Department of Comparative Omniscience

"Nationalization is not a burning issue. . . This practical agreement between the parties on nationalization. . . "—*Time*, February 6.

"Nationalization will undoubtedly be the most discussed single topic of the election." —London *Economist*, February 4.

Explosion of the hydrogen bomb may blow up the world. Mr. Truman is the man who decides whether to explode the hydrogen bomb. Is Mr. Truman the man you would pick to decide whether to blow up the world?

Lucy says the people who are keenest about the Welfare State are those who haven't realized how little welfare the state can provide for those who won't provide any for themselves.

EDMONTON:

HARNESSING THE BOOM

by T. A. Mansell and K. G. Roberts

—William Kensit

SALESMAN: *Cowboys and football gave rival Calgary a head start, but Edmonton's Mayor Sidney Parsons is setting schemes and dodges to catch up.*

—NFB

GROWING: *The University of Alberta is keeping pace with the rest of Edmonton. This year a $6,000,000 building program gets an early start.*

FROM *the South, a pilot's-eye view of the City, the "Gateway of the North".*

—NFB

SUPPOSE you had been getting along very nicely for the last ten years, then someone found oil in your back-yard, and in your front-yard, and finally right under your house. What would you do about it?

That's pretty much the position of Edmonton today. Other cities have had booms of one sort and another, but Edmonton is reacting differently from any of them. It's not only taking the boom in its stride; it's harnessing it. Edmonton has been disappointed in booms before, but this one is still growing, and the city is making an all-out effort to grow with it—but to do so gracefully and soundly.

Taking a boom like this calmly is quite a thing. Think about yourself with a fortune in oil lying under your petunia bed; then the biggest and shiniest the automobile industry could offer would be parked by your front gate, even before you began getting letters from long lost relatives.

While trade is at a high level, Edmonton cannot be said to have created a fresh crop of millionaires. Many businessmen are well off, having profited on oil ventures, and growing business volume. But the very wealthy are not numerous. One reason is that the bulk of the funds for oil development is being provided by major U.S. and Canadian oil firms, many with head offices outside Edmonton.

And the atmosphere of the city is not the atmosphere you associate with boomtowns: wide-open bars, silver dollars, shining roulettes, dancing girls and drunks in the gutters. In fact, there are no night clubs where such things could function. On the contrary Edmonton's attitude towards its new prosperity is one of hard-headed practicality. There are few flurries around brokerage offices; no suckers anxious and eager to lose their shirts. Nor are the campfollowers of sudden money—male and female—much in evidence with attractions to part the fool from his gold. Edmonton has always had its share of both beer parlors and churches. But while the churches are crowded on Sundays, the beer parlors are closed.

Edmonton may be taking its boom calmly, but it is not ignoring it. The hottest local topic for the city's press, radio and citizens is Mayor Sidney Parsons' drive to "Put Edmonton On The Map." He launched the campaign immediately following his return from the east-west Grey Cup football game held last November in Toronto, where Calgary fans did a first class job of publicizing *their* city.

His Worship issued a public appeal for ideas on how Edmonton could best be "put on the map". Among slogans submitted were "Edmonton, the Nationalized Nugget of the North," and "Edmonton, the Melting Pot of the North" symbolizing the city's 30-nation cosmopolitan population. Still another contributor suggested that Edmonton develop a big razzle-dazzle carnival named "Rendezvous" since it once was a meeting place of pioneers and explorers.

One of Edmonton's two daily newspapers, *The Bulletin*, assigned its Inquiring Reporter to the job: "What's your idea?"

Annis Stukus, coach of the Edmonton Eskimos Football Club: "How about a sport slogan, 'Edmonton—Canada's Top-Scoring Town'?"

Henry Singer, clothier: "We should brag about our climate. . . . Our winters are tough and we're tough too . . . Call Edmonton the 'Parka City'."

Kay Ford, advertising writer: " 'Forty Million Dollars Can't Be Wrong!' *There's* a slogan that drives home the tremendous extent of last year's building program . . . Edmonton is Canada's fastest growing city."

Songwriters, too, got into the act. Two composers submitted ditties bearing, with parallel corn, the same title, "Good Old Edmonton." Two young ladies at home on the range sent along a jingle-type tune and their own sculpture of a buffalo. "We feel," they wrote, "that in the midst of all the rush and wealth, one should not lose sight of the King of the Plains, the Buffalo."

Boom and Boone?

One source advocated adoption of Dan'l-Boone-type coonskin caps but this suggestion was viewed with grave editorial alarm by another city daily, the *Edmonton Journal*. After pointing out that the racoon is not native to Alberta, the *Journal* said, "In adopting [the cap] as our symbol, we should be trespassing on the honor of Dogpatch."

To select the practical from the screwball, a committee representing 36 city groups is presently engaged in evaluating the schemes.

Edmonton approves the Mayor's idea: "We're not running any high temperatures over this thing, but we're sure not sleeping through it either," is a pretty general opinion along Jasper Avenue. Says Mrs. Kate Lyons, immediate past President of the Local Council of Women, "No place on this continent has such a bright future. Our citizens are of a fine type and very progressive. Maybe

we are apt to be a little conservative, but sometimes that is all to the good."

W. Clarence Richards, of the Edmonton Recreation Commission, is just as anxious to publicize Edmonton, but he's not too keen on the slogan idea.

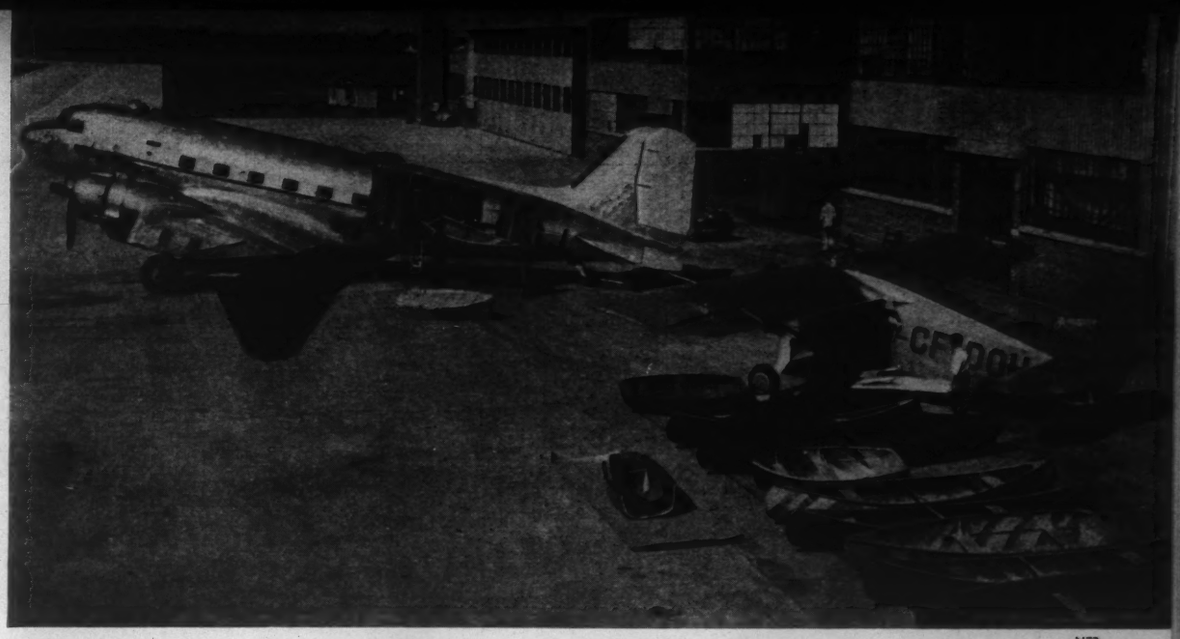
"In Edmonton we have immense traditions and possibilities, but it's downright dangerous at this point to crystallize Edmonton's symbols into a crisp little hat or a crisp little slogan."

During the war years, the rapid growth of Edmonton was common talk out west and since the war the big oil boom has kept the trend sharply zooming. From 1940 to 1945 the population increased by about 20,000. When the war ended there were 111,745 people in the city. But oil has done much more to boost the city's growth than the war did. City officials state there are now 142,000 people claiming Edmonton as the oil capital of Canada. City planners see a *snap-crackle-pop* future and are working on a basis of 300,000 people ten years from now.

Edmonton has plenty of room to expand. Apparently those who had the lining-up of the city's boundaries in early days believed in the city's future prosperity for they provided Edmonton with a townsite of 42 square miles. This is the second largest city site in Canada, exceeded only by Montreal. And Edmontonians are sure they need that *lebensraum*.

Well-oiled Weathervane

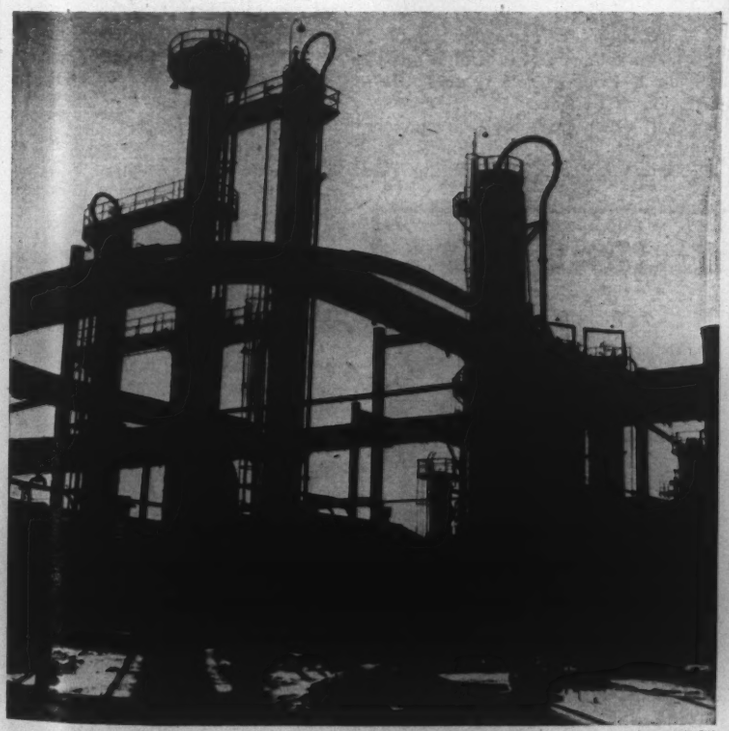
At the moment, the situation is such that a major U.S. oil company which has king-size operations in the Edmonton area rents space in Wetaskiwin, a small city 40 miles south of Edmonton, in which to hold board meetings. Another large oil company, by-passing crammed hotels, flies executives from Calgary, 200 miles south, after inspecting Edmonton oilfield operations. But what can you expect when, within a radius of 50 miles, there are 750 producing oil wells?



—NFB

CROSSROADS *of northern commerce is Edmonton's airport. City's location makes the port a stopping place for round-the-world flights. Outside city is Namao, RCAF airport, a key point in North American defence, which will be expanded.*

An indication of what oil means to Edmonton is given by Industrial Commissioner Graham W. Curtis: "One hundred new businesses were brought to the city in 1949, doubling the figure for 1948." The city's payroll was boosted by $12,000,000 as 1949 went into the books as the greatest single year of expansion in Edmonton's history. Thirty general warehouses were built or were in process of construction. Twenty-five oil trade warehouses were completed or started. The employment potential of the new businesses started in 1949 was 3,500. "And 1950," says Curtis, "is shaping up even bigger." Retail stores will spend more than $5 million and warehouses and office buildings will cost another $10 million.



—Imperial Oil

IMPERIAL *Oil refinery on the east side of Edmonton has a daily output of 16,000 barrels. This is the highest output of oil to date in western Canada.*

Cecil S. Sutherland is one of Edmonton's leading merchants. He is Vice-President and Managing Director of a large departmental store. "Business has increased very considerably since the oil discoveries though it had been gaining ground for some time before," says Mr. Sutherland. "That is a factor which is making it necessary for us to expand store space."

Bert Millar, General Manager of a newsdealer and tobacco firm, is another 100 per cent Edmonton booster. "Tell you," he says, "we're moving more American cigarettes than ever before. Might call it a luxury item. Seems to show how much money's around town."

Con Johnson, cafe proprietor, says business rip-roared to new peacetime levels since the oil boom. "I would say business was 15 per cent more last year than in the previous year," he says, "and you can count on just as much increase this year." A mixed impression, though, comes from the taxi business. "There are more taxis in business now. I don't think that business is as good as a year ago," said one leading cabman. "Oil operators who came here from the U.S. brought their own cars and trucks. Consequently, they have had no great transportation problem."

Edmonton is in the heart of the oil region and, of course, it has felt an influence from its position in the matter of real estate.

Says Luke Winterburn, a leading realtor: "Real estate values in Edmonton are holding steady, considering wages and prices of material. While there is not the same volume of cash involved in sales as a year or so ago, there is no weakening in demand for Edmonton property."

The newly appointed Lieutenant-Governor of Alberta, big, smiling "Jack" Bowlen, found that one of his first problems was to find a house. As there is no official residence*, the Governor has to occupy rooms in a hotel or obtain a private residence. Mr. Bowlen is house-hunting but he is not fazed by the prospect, even in house-hungry, rent-hungry Edmonton.

The city held a high place among Canadian cities for building permits last year, ringing up a record total of more than $40 million. It was $27 million in 1948, $15 million in 1946. Last year, 4,000 new homes were built, a gain of 1,000 over the year before and city officials are confident that the 1950 total will be more than $25 million for private houses alone—out of an optimistic over-all of $90 million.

Building for commercial and industrial purposes is also booming. McColl-Frontenac Oil Co., Ltd., has announced that it is proceeding shortly with the construction of a $10 million refinery on the city's outskirts. The British American Oil Co., Ltd., also has purchased a 160-acre site. It plans to build a refinery with a minimum capacity of 2,000,000 barrels a year.

Both these new refineries will be located near the Imperial Oil Ltd., plant, on the east side of the city. Imperial's output of 16,000 barrels per day is the highest in western Canada.

Also to be built in the same general area is the $14 million plant for the Edmonton Pulp and Paper Co., Ltd., providing employment for several hundred persons.

Newest Citizens

The oil activity has brought many U.S. visitors to Edmonton. Many engaged in drilling operations in nearby fields have their homes in the city.

"Edmonton citizens are very hospitable," says Oscar Beasley, an oil supply firm employee who hails from Louisiana. "They are the nicest people I've ever met. Mind you, there's about a hundred degrees difference in the weather between Edmonton and Louisiana but that doesn't bother me," he added gallantly. "I enjoy a nippy air."

A New York businessman says he is determined to move to Edmonton soon. "I've chosen a location in the central business section. It's ideal for a large office building," he said. "Today, New York financial firms have their eyes on Edmonton, the hottest spot in the oil picture."

Even before the oil discoveries, Ed-

*It was closed by thrifty Social Crediters in 1938 and is now a convalescent home for veterans.

TWO CROPS: *Backing up the oil wealth is rich farmland. The district has had no crop failures.* —CP

NEW *people have brought new wants, and new stores have sprung up to meet larger demands.* —NFB

THE *300-room extension of the CNR's Macdonald Hotel will demolish many old landmarks.* —CNR

monton was expanding. Even in earlier years it was gaining at the rate of about 5,000 persons a year, but now city officials have to plan in terms of 15,000 more per year. Consequently, all previous plans for the future have been more or less scrapped and it means the development of a comprehensive town-planning scheme.

Last year the city engaged two experts, Prof. John Bland and Prof. H. Spence-Sales, both of McGill University, to make a survey. Acting as consultant was Mr. N. B. Dant, trained in Britain and subsequently associated with the Chicago city planning board.

One of the first steps was to replace the former town planning commission with an Edmonton planning development board. Principal members are Mr. Dant and A. W. Haddow, former City Engineer, who is the new Development Engineer. Various city department heads are members and the old planning commission will act in an advisory capacity.

Face-lifting Facts

Another step in the Edmonton development scheme was the setting up of a regional planning board, with the cooperation of the Provincial Government and of four municipal districts adjacent to the city. This is to prevent the building up of "mushroom" towns on Edmonton's borders. One such area is West Jasper Place, which has a population of more than 6,000. The regional board will plan all development, including the establishment of industries and transportation within a 20-mile circle of Edmonton. Planning also includes the building of a proper system of arterial highways which will take north-south and east-west traffic around the city.

Also planned is a system of "ring" highways within the city, which will involve construction of two more bridges. Connecting with these highways will be "super" or express highways, carrying through traffic and running to the centre of the city.

Edmonton has a long stretch of river front, the city being spread along both sides of the North Saskatchewan River which provides the city with its water supply. This has created bridge and traffic problems. At present there are four river bridges and these have been improved. Last year one was duplicated at a cost of more than $500,000. The top deck of another, the high level, is to be widened at a cost of $1,500,000.

While keeping one eye on business and industrial essentials, the city also has given attention to recreational facilities. It has reserved 2,800 acres of park, scattered in different locations. More park development is planned, including botanical gardens and municipal swimming pools (there are three now).

Advent of the U.S. oil firms has created a new competitive element in sports. This got a rolling start during the war period, when U.S. units had their own ball clubs in Edmonton and attracted visiting baseball teams.

One of the major U.S. contracting oil firms has had an intermediate hockey team in a city league for two years. This winter it branched out and entered a basketball team in a city league. Last summer the firm had teams in the girls' and boys' fastball leagues.

During the summer, senior baseball in Edmonton attracts many of the former U.S. residents. And many of the players are Yanks.

Last season, rugby football also proved popular with a large percentage of these newcomers. They gave enthusiastic support to the home team which included some star U.S. imports. One of the highly controversial questions in Edmonton is whether the city should have a new auditorium. Some years ago, a bylaw to provide funds for such a building, costing more than $1,000,000 was vetoed.

Outside of church halls, there is no large downtown auditorium. When famous musical artists such as Erna Sack and Lauritz Melchior visited the city last year, they performed in a stock pavilion at the Exhibition grounds. This seats approximately 2,300. There is talk of extending it to take care of more than 3,000 patrons.

Thus, culturally speaking, Edmonton boom is lagging. But it does boast a lively civic opera society under the direction of dynamic Mrs. J. B. Carmichael, which produces trim annual productions, and a philharmonic orchestra conducted by Abe Fratkin. Its little theatre is a lusty competitor in the regional drama festival.

This year will see the face of Jasper Avenue, the main business street, changed in some sections. Plans announced by the CNR to build a $5-million 300-room extension to the Macdonald hotel means that many old landmarks will be demolished. Some of the firms affected have occupied premises on the hotel site for more than 30 years.

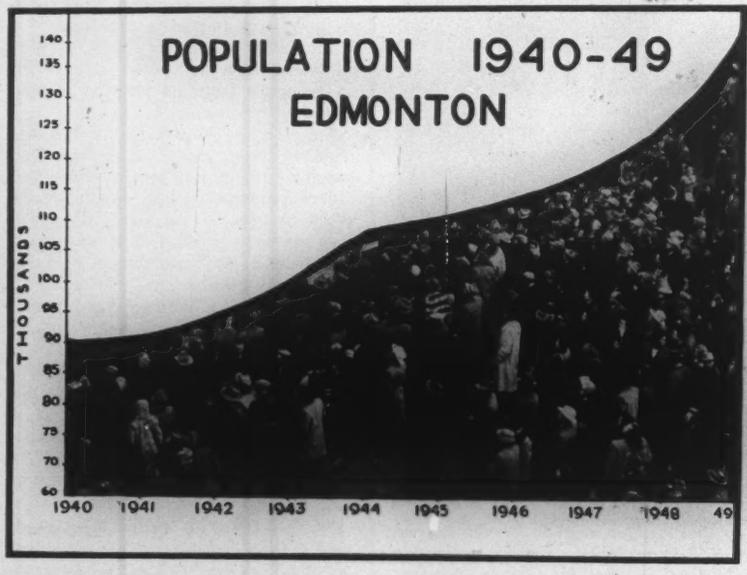
"I managed to get this location and am just getting on my feet in a business way. Now I have to move and can't get a location," says a jeweller.

Edmonton citizens are not unaccustomed to serving their country in time of crisis and they have their heroes. Of beloved memory to Canada's fighting men is the late Maj. Gen. Hon. W. A. "Billy" Griesbach, founder and first commander of the 49th Battalion from Edmonton in the First Great War. The successor to that unit, the famed Loyal Edmonton Regiment of Canada's First Division in the Second Great War, still honors the name of Griesbach.

For peace or war purposes, it is an air-minded city. Aviation holds the top rung in its development. Edmonton has been the starting point of many of the dramatic mercy flights, and challenging commercial hops of the early days of Canadian aviation.

In 1949, Edmonton's 750-acre airport saw 95,566 take-offs and landings—about 15,000 more than in the previous year. The flights were headed to all points of the compass. Edmonton's strategic location on aerial routes makes it a stopping place for round-the-world fliers. And it is just this strategic location which makes it a key point in North American defence. That may be why the big Namao airport, which was built during the last war, is expected to see still greater expansion as an RCAF base.

In the face of this an Edmontonian might ask, "Are we building the city just to make it a bigger target?" But he doesn't and won't think that way. For peace or for war, he says, there's a tremendous potentiality in the boom —"and we're handling *this* boom just right!"



Eve of the British Election

Labor, with "Full Employment", Tories, Attacking Controls, Fight for the Swinging Vote

by Willson Woodside

THERE probably never was an election abroad that stirred more interest on this continent than the one to be held within a few days in Britain.

If the election were to be decided by pre-electoral arithmetic, both sides could claim that they are "in" already. Labor could point to its record of never having lost in a by-election a seat which it won in 1945. Does this not show an unprecedented steadiness of support for a government, through all the trials and disappointments of the past five years? Does it not give the greatest possible assurance of a new Labor victory?

But the Conservatives can show that, even if they didn't take any seats from Labor in these by-elections, which for the past four years have been held in constituencies where Labor had at least a 12 per cent majority in 1945, there was a swing of 6 to 7 per cent in the vote which, when applied to the national scene, is bound to produce big results. It can be shown, by going through the results for 1945, that every shift of one per cent in the nationwide vote would turn over 15 to 16 constituencies, and change the majority in the House of Commons by 30-odd seats. The swing shown in the by-elections is just enough to wipe out Labor's majority of 200 seats.

The Gallup Poll also shows this swing, and until very recently, showed a much bigger one. Last August it showed Labor and Conservatives even at 37 per cent (with Liberals 10, others 2 and undecided 14). In November, after devaluation, the poll showed Conservative preference at 41 and Labor at 32. By December they had closed to 39-35, and by late January stood at 39-41, with Liberals 9 and undecided 11.

What one can safely deduce from this electoral arithmetic is that the race is so close that the special mood generated during the brief weeks of the campaign will determine the issue. That there has been a swing *away from Labor* is undeniable. There are not only the by-elections figures, but the general admission by Labor spokesmen that their majority will be sharply reduced. Herbert Morrison has even said that the Liberals might be left holding the balance; if that were to happen, he would have predicted the vote to within half of one per cent.

But the swing *towards the Conservatives* has been fitful, and it will be the test of their campaign to generate sufficient confidence and enthusiasm during February to collar this vote on polling day. For this effort they have been provided by Lord Woolton, the highly-respected wartime Minister of Food (and at that time a non-party man), with the best organization they have ever had. And they will suffer no handicap of over-confidence, with the betting odds constantly quoted against them.

Labor's Strong Defence

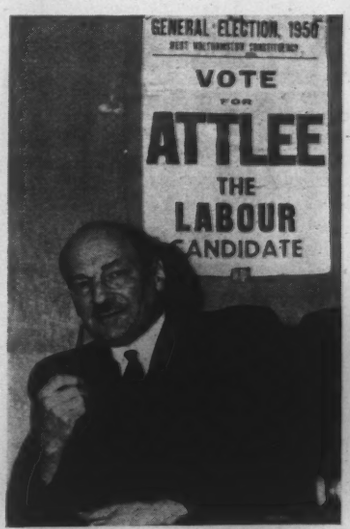
The broad challenge which they have to meet is the old assertion of their opponents, and the complaint of some of their friends, that they "have no policy." It is admitted in all but the Labor press that they have met this much more successfully than expected in their election manifesto "This Is The Road." The Liberal *Manchester Guardian* calls this the most enlightened social document ever produced by the Conservative Party.

Mr. Churchill, too, in his opening broadcast, dealt in detail with the party's policies on employment, food, and housing—the three great practical issues—instead of contenting himself with cries of "Set the people free", as he inclined to do in the by-elections; or warning of Attlee's "Gestapo", as he did in his ineffective opening speech of the 1945 campaign.

The election is just a little like a hockey game, with one team going into the final period concentrating on protecting a three-goal lead with strong defensive play, while the other keeps up the attack. Labor's strong defence is the achievement of full employment; and this defence should not be underrated. Anyone who knew Britain, with its chronic unemployment, between the wars must appreciate the power of Labor's claim that it is the first government in British peacetime history to end that dreadful scourge.

This is a tough one for the Conservatives to overcome, intent as they are on holding the one-third of the working-class vote which they claim to have received even in 1945, and hoping to increase this, particularly through disgruntled and queue-weary housewives who have shown the strongest reaction against Labor in the opinion polls.

On the negative side they remind the nation, as Labor has not done in its election manifesto "Let Us Win Through Together", that Marshall Plan aid has provided jobs for at least a million and a half Britons, according to Cripps' own admission. On the positive side, Mr. Churchill has solemnly promised that the prevention of mass unemployment and the provision of a basic standard of food and shelter for all would be the first charge on a Conservative government.



—International

REASSURING *to middle-class voters is the quiet figure of Mr. Attlee, seen here in his own constituency.*

But Labor is able to make great play with the statements of some Conservative businessmen that some unemployment is actually necessary in order to get people to work their best, through a healthy fear of losing their jobs.

While Labor's defence on full employment is strong, the Tory attack on the food issue finds many openings. There is no doubt that housewives are fed up with rationing and queues. The whole election argument was taken over by the food question for several days lately, when the news was published that even defeated Germany had abandoned rationing.

Only the ballots will tell who came off better: Labor with its claim that rationing assured "fair shares for all", or the Conservatives with their assertion that Labor believes in controls for their own sake, for the power it gives them over the population.

—International

THE HOUSEWIVES' *vote may be decisive in what Mr. Churchill has dubbed "Queuetopia". This one is Tory.*

The Conservatives have committed themselves to the abandoning of bulk purchases by government boards, and the return of the whole food buying and distribution system to private marketing, the end of rationing and the replacement of the food subsidies which are an immense load on the budget (and a big factor in the high taxation) with special family allowances for the needy. Against this latter proposal Labor cries very effectively that it would be a return to the hated "means test" linked to the dole in the 'thirties.

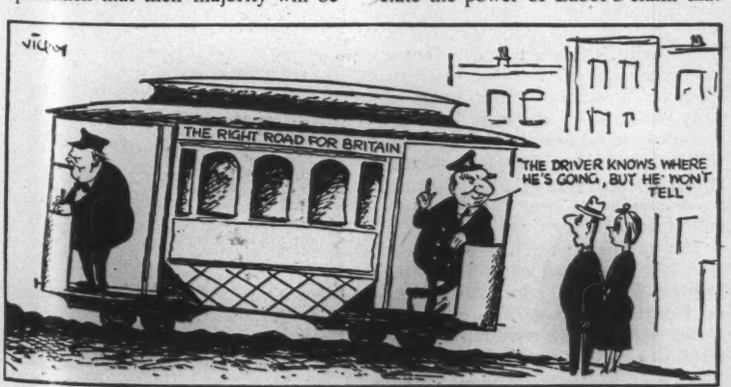
Another big factor in the election which must be mentioned is the gallant fight of the Liberal Party against the threat of extinction. Holding only ten seats at present, four outside of Wales, two won in three-cornered fights in 1945, it is nominating 400 candidates and reminding people that this makes it possible for a Liberal Government to be formed in the new Parliament.

Can Tories Light a Spark?

Technically, this is so. Even with the vote they received in 1945, they would have had 80 members, by proportional representation (which, naturally, is a plank in their platform). And in a recent poll no less than 38 per cent of those asked are said to have replied that they would *like* to vote Liberal. One fancies that most of them qualified this with: "If I thought they had a chance."

With the election centering on the issue, for or against Socialism, the Liberals seem unlikely to increase their vote much or, in three-cornered fights, to win more seats than last time. But where, with some 100 candidates in the field last time they split the vote to give Labor 50 seats, with 400 candidates they may split many more constituencies this time.

It would seem, therefore, that with everything so closely balanced the outcome will depend on whether the Conservatives can light a real spark, which will attract the many frustrated but undecided voters.



—Vicky in London News-Chronicle

THE LIBERALS JIBE *at Mr. Churchill, but he's much more explicit than usual.*

"Cold War" in the North-West

Preparing For The Worst, Canadian-U.S. Forces Manoeuvre In The Yukon.

by Michael Young

Whitehorse, Y.T.

"ENEMY" (written in quotations) suggests a hypothetical foe. He's the kind of opposition that won't hurt you if a regimental *Snafu* puts you at his mercy. On manoeuvres in Canada and the U.K. a few years ago, he was the kind of fellow who could be persuaded to take — or might even suggest—a temporary and refreshing armistice if observers in the top or medium brass bracket were observing elsewhere.

—Ashley & Crippen
MICHAEL YOUNG

Times seem to have changed. Up here in Canada's Yukon, as Exercise Sweetbriar gets under way, there are two enemies—one in quotations, and the other bleakly without them. The quotes-less enemy is real and dangerous; it's the temperature in this continental deep freeze. And don't let the Whitehorse temperature fool you. That town can be lolling in a balmy 15 above zero, while at the same time, to the west, where the exercise is centred, the temperature may be -50°.

A soldier dressed up in Arctic equipment would not draw any prizes for smartness on parade, but in this kind of "cold war" that isn't important. What is important is the fighting man's warmth, and the army's new idea in clothing provides it.

Crux of the clothing idea is the necessity of keeping cool. That sounds like a "jobs-I'd-be-happiest-in" gag—keeping troops cool in the Arctic. But it's a fact that you can muster up a fairly respectable sweat even at -50°, and sweat condensation is chilling.

This has been the death knell of "Drawers, tubular, long" (woolies) for army winter manoeuvres. A mesh vest and loose fitting pyjamas that keep air circulating, and discourage perspiration, have taken their place. Strangely enough, according to an army pamphlet on the subject, you take your pyjamas off when you go to bed, and sleep in the vest. If you're not in the habit of wearing pyjamas, this directive shouldn't worry you too much; if you are, the prospect of a mere mesh vest (and at that designed to keep air "circulating") is pretty discouraging.

Even when Hitler was still a menace, it was difficult to keep troops interested in an exercise—the business of make-believe was successful for a while, but eventually most soldiers got discouraged. It was "drill" to carry respirators—even on leave—and to dig slit trenches on a stop during manoeuvres (and, of course, fill them in again before you left). These things were done if someone was watching; generally, Mr. Private Soldier put them with blanco, brasso and NAAFI sausage.

Sweetbriar is different. Drill is carried out to the letter. It's not that today's soldier respects a potential Communist enemy more than his older brother respected a Fascist, or that there has been a crackdown on discipline in these matters. The real reason seems to be that the soldiers up here have been exposed to that sub-zero enemy before, and have learned, some of them the hard way, to respect it.

Apart from the weather, Sweetbriar is a make-believe war. For the Arctic exercise North American defence chiefs have dreamed up this situation: An "enemy" has deprived Allied forces of the use of strategic bases in the Fairbanks - Anchorage area of Alaska and has taken Northway in eastern Alaska. Canadian troops kept "enemy" from overrunning Whitehorse where the Allied forces built up for a counter-attack which was launched on February 13.

The counter attack is in full swing now. Canadian ground forces include the Princess Patricia's Canadian Light Infantry, a troop of the First Field Regiment, Royal Canadian Horse Artillery, 23 Field Squadron Royal Canadian Engineers, Active Force Brigade Group Signals Troop, one section of the 37th Field Ambulance, Royal Canadian Army Medical Corps, a contact team from the Air Support Signals Unit, plus elements from the Electrical and Mechanical Engineers, Army Service Corps, Pay Corps, and Provost Corps.

—RCN
RCAF *Group Captain P. A. Gilchrist, DFC, commands combined air forces.*

Although the U.S. Army is providing most of the ground force, Canadian fliers are in the majority in the air. Of the 100 aircraft taking part in the exercise, 53 are RCAF craft from 410 and 417 Fighter Squadrons, 435 and 112 Transport Squadrons, 408 Photo Sq., 444 AOP Sq. and a composite Light Bomber flight.

Neither the ground nor air forces went into this "cold" (so to speak). Army units had an Arctic workout at Wainwright, Alta., last month. There "C" company of the Princess Pats made its first mass winter jump—a dress rehearsal for the mass jump on Northway scheduled for February 23.

The RCAF, too, has been toughened up, and collected a lot of Arctic know-how in its own "survival" exercises held through the winter.

The counterattack will have covered 350 ice-packed miles before the Princess Pats make their mass jump on Northway airport. The combined forces are learning new lessons, but what is perhaps more important, Sweetbriar is giving them an opportunity of putting into effect lessons learned over the past ten years.

—Canadian Army
SENIOR *Canadian army officer is Major-General M.H.S. Penhale, CBE.*

These lessons are not all on Arctic warfare — though that certainly is a big part of it. World War II taught some valuable lessons in military co-operation: Sweetbriar will indicate how well lessons were learned.

Last September, Defence Minister Brooke Claxton, in announcing the plans for Sweetbriar told newsmen the objectives of the exercise: "to develop procedures, doctrines and techniques for the employment of combined Canada-United States army and air forces operating in the far north."

So it's training in cooperation—not only between the armies of two countries, but also ground and air services.

But it is also application of lessons learned in Sweetbriar's predecessors—"Musk-Ox", "Eagle", etc. It fits into a gigantic pattern of North American defence which will include, next month, an 80,000 man U.S. exercise in the Caribbean.

These are, perhaps, the most effective — though the least desirable — answers the Western World can give to the veto, the Cominform, the walk-out, the blockade, and the thousand and one barbs that a totalitarian philosophy apparently regards as "policy".

—Canadian Army
KEEP THEM ROLLING: *Transport poses one of the biggest problems.*

—C
U.S. *Lt.-Gen. S. J. Chamberlin has over-all command of the joint exercise.*

SATURDAY NIGHT Portfolio

interpreting Canada and the World to Canadians

national round-up

Yukon:

ANXIOUS FATHERS

ALL THE TRICKS of psychological warfare are being thrown into Exercise Sweetbriar. At the outset the enemy attacking from the northwest has won the first victory with tactics reminiscent of leaflet bombardments and propaganda broadcasts of the last war.

The aggressor agents uncovered personal information such as birth of babies and sickness at home, from some of the defending United States troops. Letters have been sent to the anxious fathers and troubled husbands urging them to apply for leave, and promising them leave if they surrender. A facsimile of *The Fairbanks Miner* under the name of *The Mirror* has manufactured "news" stories telling of a Washington "order" to keep U.S. troops in Alaska's 50 below weather for two years.

While Canadian troops would not be so alarmed by prospects of a cold winter or two in Alaska, they can expect to hear from the enemy's propaganda headquarters if its agents can ferret out personal information.

Quebec:

REST-CURE?

WHEN Montreal's Archbishop Joseph Charbonneau left for the West Coast early last week, many predicted he wouldn't return. Last Saturday, in a brief announcement from Rome, the rumors were confirmed: Msgr. Charbonneau's resignation for "reasons of health" had been accepted and his transfer to the titular position of Archbishop of Bosphorus ordered, the dispatch said.

How was the 58-year-old prelate's health? Said a Montreal weekend newspaper: "Fine." Why then had he resigned?

Some thought they knew. Last year, when 5,000 Eastern Townships asbestos workers went on strike for higher wages and better working conditions, Archbisop Charbonneau permitted that collections be taken up for food for the strikers' families outside churches in his province and, more recently, he was criticized for allegedly holding "anti-capitalistic views."

—CP

SMALL *but potent: Padlock on the door of a Jewish office in Montreal. See The Front Page in this issue.*

Ontario:

SPREADING WINGS

SINCE THE END of the war there has been great expansion in Ontario municipalities. Both large and small centres alike have been spreading their wings, taking in more territory.

New head of the Ontario Municipal Board is a 55-year-old lawyer, Lorne R. Cumming, KC, who had made a name for himself in municipal law as City Solicitor for Windsor.

—Gilbert Milne

FIRST STEP *in Canadian television: CBC officials watch as a drilling crew breaks soil in preparation for a transmitter to be located on Jarvis Street, Toronto, adjoining the present radio studios. In background are, left to right, E. L. Bushnell, Director-General of Programs; Fergus Mutrie, Director of Television, Toronto, and R. Horton, Technical Director, TV, Toronto. Montreal comes next.*

New Brunswick:

IN PASSING

IT'S ALL very embarrassing to Kenneth Morton and Lester Rawding of Berwick, NS, to be acclaimed as heroes in Moncton when all they want to be is good apple salesmen.

They were driving along a city street when they noticed smoke pouring out of a home. Morton dashed in, heard children moaning, found 3-year-old Paul Cormier and his 2-year-old sister Diane slowly suffocating in a bed. Feeling his way blindly, he made two trips to the window, throwing the children out in turn to the waiting Rawding. "How the kids lived," Morton said afterward, "I'll never know. I couldn't take a breath in there — had to get a mouthful of air at the window each time."

Fire Chief Murray McKie was unstinting in his praise.

Morton, his legs scratched and cut by the furniture he crashed into, replied: "We just happened to be there. . . . We'd rather talk about Annapolis Valley apples and how Maritime people should buy Maritime fruit."

Manitoba:

BLACK YEAR

TRAFFIC accidents in Manitoba last year took a toll of 102 lives and caused property damage amounting to $1,036,223. It was the blackest year for traffic accidents and deaths in the history of the prairie province.

Fifteen more persons were killed and 186 more injured in traffic mishaps in 1949 than in 1948. The total property damage in Winnipeg city alone was $309,012.

In 94 of the fatal traffic accidents throughout the province there were male drivers involved while female drivers were involved in only three, according to statistics compiled by the Provincial Government.

BORDER PARK

A LONG TERM project to create an inter-provincial park at the point where the trans-Canada highway crosses the Ontario-Manitoba boundary lines is still in the planning stage.

—CP

ALTHOUGH *its permanent future remains to be decided there has been no let up in the planning for the 1950 Canadian International Trade Fair which opens in Toronto on May 29. Here are some of the 200,000 personal invitations which have been mailed out; through other media the Fair has been brought to the attention of 50,000,000 businessmen in 23 languages.*

New interest in the park plans was aroused when newspaper reports from Toronto and Ottawa indicated that the location of the highway, where it enters Manitoba from Ontario will be unchanged.

Sketches of the proposed park were drawn in 1945 by the late H. J. Moore, landscape architect of the Ontario Department of Highways, and are on file in the offices of the public works department in Winnipeg, as well as in Toronto. Officials in Winnipeg said the plans were being carried out in "easy stages" by the two provincial governments.

■ Film goers in northwestern Ontario will be viewing motion pictures that have been censored by the Manitoba film censor board, on March 1.

Under an agreement entered into by the Ontario and Manitoba governments the censoring of films to be shown in the more than 30 theatres of northwestern Ontario will be handled in Manitoba. This is being done to facilitate the distribution of films from Winnipeg.

Newfoundland:

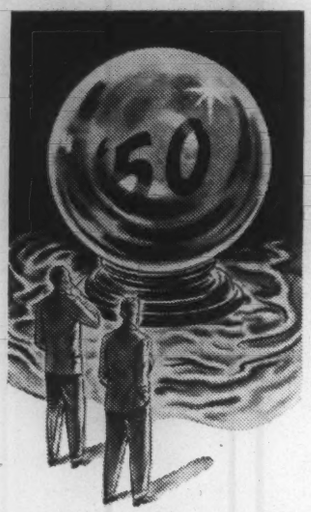
SCREENING

MEMBERS of the Newfoundland Constabulary stationed outside the capital of St. John's have been undergoing tests by the RCMP lately to determine whether they can be absorbed into the force. The Mounties are taking over the policing of all Newfoundland, except St. John's, and will divide the province into 40 detachments, each containing from one to six men.

The Police Force in St. John's will remain under its present setup for the present until the municipality has decided how much it can afford to spend on policing, which up to now has been under the Government's jurisdiction.

The Newfoundland Constabulary was organized in 1871 after the withdrawal of the Imperial troops from the island. The Fire Department also

this is no time
to gamble with
your receivables



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came under the Constabulary, the chief being designated Inspector-General and Chief of the Fire Department. A few years ago the designation for the top official was Chief of Police and Head of the Fire Department. Now the final change will be made and a link with the past broken under the new order.

British Columbia:

END OF LINE

THE PGE (Pacific Great Eastern), British Columbia's white-elephant railway (Squamish to Quesnel) has the semi-swank residential area of West Vancouver worried. The Provincial Government is extending the railway at the northern end, and there's growing pressure to have the southern end extended the dozen or so miles from Squamish into North Vancouver. The rub: the PGE owns a right of way through West Vancouver.

As the municipality grew, property-buyers built their homes right up to the line. If rails are laid on the right-of-way, some residents will have freight trains running under their front porches. West Vancouver is protesting to Victoria, while labor unions want the extension for the jobs it will provide.

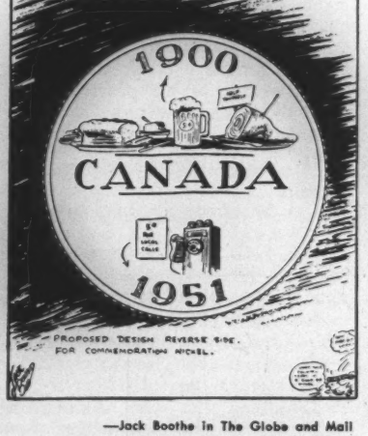
Saskatchewan:

COAL TO NEWCASTLE

ENTHUSIASM of the Federal Department of Agriculture for a new strain of wheat, was not matched by Saskatchewan agricultural experts. The new wheat, Saunders, is an earlier ripening, hardy variety developed by the Dominion Experimental farm at Ottawa. It was described by Agriculture Minister J. G. Gardiner as a boon to the west that would open up new tracts of northern lands.

Saskatchewan experts did not dispute the suitability of Saunders wheat for northern gray soil areas nor its early ripening qualities which will enable farmers to combat early fall frosts. But they did contest the claim that the new strain would replace Thatcher and Red Bobs varieties.

Professor Manley Champlin, head of the field husbandry department at the University of Saskatchewan, said that in tests at Saskatoon last year, Thatcher had outyielded Saunders by five bushels to the acre. Other tests were taking place in areas north of Saskatoon. Apart from yield, Saunders had shown up well against Thatcher.



—Jack Boothe in The Globe and Mail
THE NICKEL'S PROGRESS IN 50 YEARS

GETS NEW POST: *George Prudham, Liberal Member of Parliament for Edmonton West, has been appointed Parliamentary Assistant to Resources Minister R. H. Winters. Prudham, first elected at the June 27 federal election, has frequently been mentioned as a possible cabinet choice.*

HOPEFUL FEAR

AMIDST the fear and uncertainty of a trigger-happy world to be armed with a hydrogen superbomb, Dr. Sidney E. Smith, President of the University of Toronto, had a hopeful word on a recent Regina visit.

"The hydrogen bomb may never be used," he said. "The same situation might develop with the H-bomb as with poison gas in the last war."

If both sides in any future war had the bomb, neither would use it because of the tremendous havoc which would result, he opined. Lack of an effective defence against gas was the main reason for the failure of either side to use it in the last war.

■ The most popular tune in curling-mad Saskatchewan, where one small community built a rink of baled hay and straw until a more suitable structure could be erected, is "The Campbells Are Coming". The four Campbell brothers, Garnet, Lloyd, Glen and Gordon, from Avonlea, twice winners of auto spiels, are the southern Saskatchewan curling champions for the second time in four years. They may represent the Province in the Dominion Brier.

■ The Liberals retained the Saskatchewan Provincial Constituency of The Battlefords in the Feb. 8 by-election with a majority of around 150. H. J. Maher, 39, won in a three-way fight with Alex D. Connon, CCF, and David Thiessen, Progressive Conservative. Maher and Connon each polled a vote in the three thousands, Thiessen in the three hundreds. The by-election was brought about by the death of Paul Prince, Liberal, who won the seat in 1948 with a majority of 426 over Connon.

world affairs

Gouzenko: Exclusive

NO PUBLIC statement has been made by Igor Gouzenko, the man who exposed the Soviet spy ring in Canada, since he published his book "This Was My Choice" two years ago. He has been working in the meantime on a novel of Soviet life. But the intensification of the world crisis, through the Soviet development of the atomic bomb, the fall of China to the Communists, the threat of a new Berlin blockade, and now the U.S. decision to produce the Hydrogen Bomb, have moved him to give this warning. It is in the form of a review of "The World Crisis in Maps" by Dimitri Tosevic (Ryerson, 85c):

"MAPS are the mirrors of the facts, and facts are very hard to deny. That is why the small brochure of Dimitri Tosevic is like dynamite thrown in the face of the Soviet aggressor.

"Stalin and the other Soviet leaders may deny, in thousands of words, that they are aggressors. They may attempt, in other thousands of words, to assure the people of the world of their peaceful intentions. This is only the smokescreen behind which they operate. When the smoke clears one can see what they have actually been doing. Tosevic's booklet shows us what is left after the smoke has cleared. That is why it is so clear, so easy to understand, so valuable. One does not even need a good knowledge of English to understand it; one needs only a good pair of eyes.

"The fourteen maps show in pictures the changes which have occurred in the world during the last ten years. They also show the direction of future changes. They show the direction which future Soviet aggression will take, unless free people everywhere stand firm against the advancing tide.

"This is no alarmistic booklet. It has a sober air of warning, as though the maps speak: "You see, here are the facts. Here is how the red color is being painted over the face of one country after another. Beware lest the over-ambitious painter break into your own backyard. Stop him!"

"I think that this brochure should be in every Canadian home. Some Canadians still think that Russia is so far away that there is no great danger for Canada. Let them look at the final map, and read in the caption: 'The most disturbing fact, however, is not the expansion of territory, but the expansion of control over the minds and freedoms of peoples.'

DIMITRI TOSEVIC

"This is the main issue. Even before losing one's country, one can lose one's freedom. That is the purpose of the Soviet fifth columns.

"I don't know Mr. Tosevic personally, but I see that he is described in the introduction as a talented and sincere writer who values human freedom and has the will to fight for it. His booklet proves that."—*Igor Gouzenko.*

A STIRRING PEACE MOVE

IT WILL SOON be five years since the first atomic bombs were exploded in New Mexico, Hiroshima and Nagasaki. The world was profoundly shocked, and billions of words were spoken and written about what must be done to avert the suicide of our civilization. A statesmanlike and magnanimous offer to surrender our atomic advantage to international control was made, but was slowly smothered to death by the Soviets in forty-two months of United Nations' discussions.

It has taken the discussion of the Hydrogen Bomb, a weapon possibly one thousand times as powerful as the atomic bomb, to bring forth the first really bold and imaginative proposal for a world-wide peace offensive to bring these horrors under control. This is not another peace *offer* to the Soviet Government; for there is very little confidence that such an effort would be fruitful, or that if it did produce an "agreement," such agreement would be trustworthy.

The proposal made by Senator Brien McMahon, chairman of the Joint Congressional Committee on Atomic Energy, in what one competent observer has called "one of the most solemn addresses delivered in the Senate in modern times," is for an active peace *offensive*, carried to the peoples of the world—in Soviet Russia and her satellites, over the head of the government—by a greatly expanded Voice of America and a vast distribution of pamphlets.

—Herblock in Washington Post

ONE OF US IS GOING TO SETTLE THINGS

What McMahon proposes—and he asks that anyone who calls it impractical should produce a better proposal—is that the United States should announce that it is ready to set aside two-thirds of its annual arms budget, or ten billion dollars a year for five years, for administration by the United Nations in a world-wide scheme for the development of backward areas, the development of atomic energy for peaceful purposes, and for general economic aid to all countries, including Soviet Russia.

—Sweigert in San Francisco Chronicle

CAN'T GO ON LIKE THIS

In return for this the United States would ask for general acceptance of an effective program for international control of atomic energy, and an agreement by all countries, enforced through inspection, that two-thirds of their present spending upon armaments be devoted towards constructive ends. McMahon claims that such an offer, advanced by the U.S. Government, must bring home to all the peoples of the world the profound American desire for peace, even if it did nothing else.

At the very least it would be a real effort, instead of the present "Whisper of America," to counter the false propaganda about American "warmongering" with which the Kremlin has blanketed the world, and which has corrupted the minds of many potential friends.

Some Bold Move Needed

"If the proposal were actually accepted, we would have concluded the cheapest monetary bargain of our history; we would have probably saved mankind from destruction by fire; and we would have paved the way for a new era of unimagined abundance for all men, based upon atomic energy constructively harnessed. Perhaps the riddle of photosynthesis could be conquered, and the food supply of the world multiplied."

Whether followed up or not, McMahon's proposal can do only good, by stimulating thinking along bold lines. It will, for example, make the proposal for an Atlantic Federation, which is also before Congress at the present time, seem a much less bold and formidable project by comparison.

It may tune Congress and the nations of the Atlantic Pact to the idea of launching a real "freedom offensive," stirring all the peoples of the spreading Soviet Empire by a solemn promise of self-determination, putting Stalin on the defensive, and perhaps in the space of a few years cracking the rigid structure of his despotism.

Certainly some bold move must be made soon, to recapture the initiative in this grim struggle. If McMahon has only wakened us up, he has done a great service.—*Willson Woodside*

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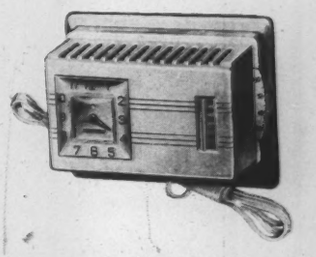

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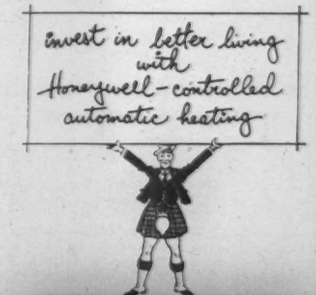
*The Plug-In Chronotherm is only available in 60-cycles. Other chronotherms, available in both 25 and 60-cycle models.



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BELL TOLLS IN ASIA

MR. PEARSON'S comment on the seriousness of the situation in Asia, as he observed it on his recent trip, makes timely this estimate by "Student of Europe", written for the London *Observer* and SATURDAY NIGHT:

THERE IS NOT a shadow of doubt that the Communist offensive aims at the conquest of all Asia, just as after 1945 it aimed at the conquest of all Europe: The Asian Cominform propagandists themselves proclaim it from the rooftops. Nor is there the slightest sound reason to believe that India and Pakistan, Burma, Indo-China, Siam, and Indonesia, are any safer against Communism today than were France, Italy, Germany, Austria, and Greece in 1947.

The Governments of the Asian nations are newer than the European ones were, their adminstrations weaker, their economies more vulnerable, and their people far, far poorer. Even Western Europe was rescued only by an unprecedented stroke of statesmanlike imagination, the Marshall Plan. Southern Asia must be considered almost certainly lost unless Western power and wealth are thrown into the conflict on a scale which dwarfs even the Marshall Plan.

Been Staring at Europe

If the political battle for Asia were lost, our victory in the political battle for Western Europe would avail us nothing, and the democracies of the West would become a permanently besieged minority in the world.

During 1949, the forces ranged against us have been increased by 500,000,000 Chinese. If, during 1950 and 1951, they are further swollen by the 500,000,000 of India and South-East Asia, our position will be desperate.

It is no good staring fixedly at the Lubeck-Trieste line as if the fate of the world must necessarily be decided there. The defence of Western Europe and the Atlantic is vital, but it is useless if the European and Atlantic position is allowed to be outflanked and enveloped by a global Communist offensive sweeping through Asia and, later, Africa. The decisive moment at which this offensive must be met and halted is now.

It is quite clear Russia does not intend, at this moment, to challenge the United West to war. In Asia, as before in Europe, her tactics of conquest are, for the time being, political. Her political offensive must be met and defeated on its own ground; and, in Asia, as before in Europe, the chief weapon of the West in this struggle is economic.

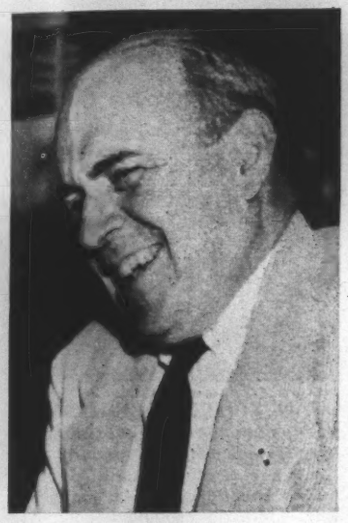
A Government that wants to hold the confidence and loyalty of its people must give them bread and hope. Nowhere are both more urgently needed than in Asia now. The ambition that fires all Asia today, and underlies all its nationalist revolutions, is to emulate Europe's industrial development and to achieve living standards comparable to those in the West.

The present Governments in Southern Asia will survive only if their plans for economic development are buttressed by all the economic aid that industrial America can provide.

A CLEAR LINE ON GERMANY

IT WAS TOO MUCH to hope that the same week which brought a stirring proposal for a world peace offensive should also have brought the first completely clear and straightforward statement of American policy in Germany, always the most vital sector of the cold war. But this is what has happened. High Commissioner McCloy, freshly returned from long consultations with Truman and Acheson, has given the Germans something to think about for months to come.

What a pity that eight precious years had to be wasted on the policies of Unconditional Surrender, which was merely an admission of no policy; the Morgenthau Plan, which was an unspeakable folly which allowed Goebbels to keep the German people fighting through the last ruinous winter of the war; the occupation directive to Eisenhower, which was almost entirely negative; and the long tug-of-



HIGH COMMISSIONER McCLOY

war between General Clay and the French, to reach a statement of what were the real Western aims in Germany the whole time!

Mr. McCloy's speech was so plain-spoken and close-packed that it is not easy to paraphrase. What he said, in essence, was that the American people after a vast expenditure of human life and treasure in wiping out Nazism, were deeply concerned over signs of its resurgence in Germany, and were determined to do everything possible to check this. They showed, on the other hand, an amazing willingness to help the Germans to establish a truly democratic state.

McCloy could see many encouraging signs of progress in this direction, many fine and sincere men in public life, an accumulation of good legislation in the states, and an increasing alertness in the press to give people the facts. He also thought that the great majority of Germans wanted peace and would deplore the remilitarization of the country.

But he didn't think that the German people had seriously searched their consciences yet on the question of guilt for the Nazi atrocities and aggressions. No one expected a beating of breasts or a Canossa; but we did expect an end to efforts to put all the blame for Germany's present

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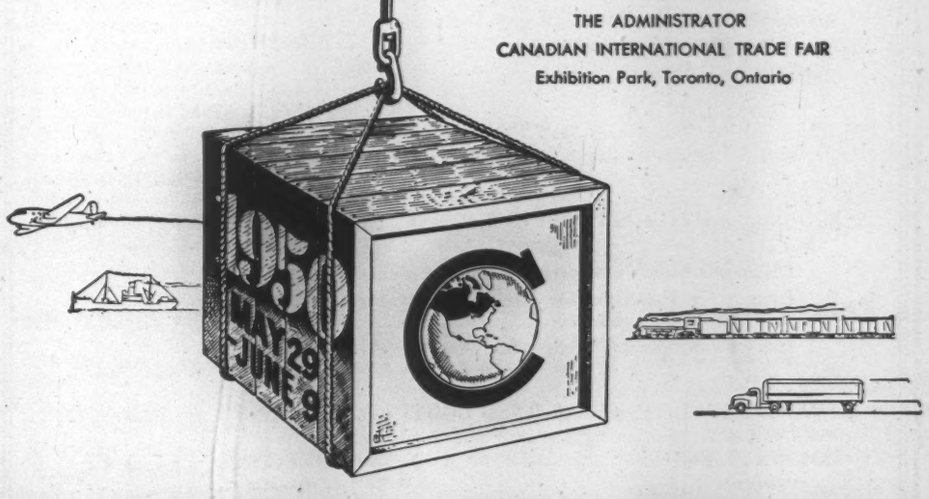

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80th ANNUAL STATEMENT

Year ended December 31, 1949

INCOME:		
Premiums for Assurances	$28,466,966.37	
Consideration for Annuities	2,690,134.52	
Interest, Dividends and Rents (after provision for possible future losses)	12,481,879.30	
Consideration for Settlement Annuities arising out of assurance policies	1,094,562.95	
Policy Proceeds, Dividends and Other Amounts left with the Company	7,602,182.22	
Net Profit on Sale of Ledger Assets (after applying $1,365,601.27 to reduce book value of securities to stabilize future interest yields)	209,762.34	
		$52,545,487.70
EXPENDITURES:		
Death and Disability Claims	$ 7,863,088.72	
Matured Endowments and Surrender Values	5,792,780.26	
Annuity Payments	558,001.93	
Policy Proceeds, Dividends on Deposit and Other Amounts Withdrawn	5,935,387.32	
General Expenses and Taxes	6,747,446.44	
	$26,896,704.67	
Increase in Policy and Staff Pension Reserves and Amounts on Deposit with the Company	19,476,641.48	
		$46,373,346.15
SURPLUS EARNINGS FOR YEAR		$ 6,172,141.55
Deduct:		
Dividends Paid or Allotted to Policyholders	$ 4,849,564.78	
Increase in Provision for Dividends payable in subsequent year	300,000.00	
Increase in Specific Investment Reserve	200,000.00	
		$ 5,349,564.78
TRANSFERRED TO UNASSIGNED CONTINGENCY FUND		$ 822,576.77

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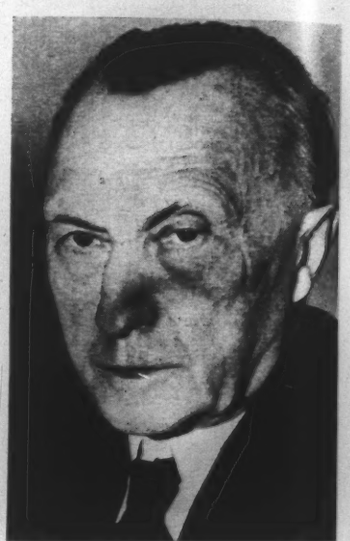
FEATURES OF 1949 PROGRESS

Surplus Earned in 1949	$ 6,172,141
Total Payments to Policyholders and Beneficiaries in 1949	19,063,436
New Assurances in 1949 (Excluding Reassurance Ceded and Annuities)	120,009,172
Total Assets	345,293,359
Total Assurances in Force December 31, 1949 (Excluding Reassurance Ceded and Annuities)	1,068,698,193

position on other peoples. "Humility leads to strength, and not to weakness. It is the highest form of self-respect to admit mistakes and to make amends for them."

The Germans would be wise to give up the agitation of foreign issues and the Saar for the present, and deal with vital domestic questions and needed domestic reforms. In the very difficult matter of refugees and unemployment, the United States was ready to help, since it recognized that this was in large part due to the terror which had driven people from the eastern parts of Germany.

Then McCloy said that he thought the Germans were entitled to know the lines of American policy in Ger-



—Wheeler

CHANCELLOR ADENAUER—*Opposition said McCloy was criticizing him. He claimed it as commendation.*

many. This he laid down as follows: The Germans should develop an independent, democratic existence, integrated in Western Europe. They should share in free Europe's economic benefits and obligations, and take an increasing part in its economic and political organization. They should not have an army or an air force, but look for their security through participation in a closely-knit Western European community. They would find the Western Allies united in these broad policies.

They could, however, expect support in developing democracy, and in re-uniting Germany on a federal and democratic basis; and strong support would be continued for the people of West Berlin in resisting Soviet attacks on their freedom. The key to the future lay, however, in their own hands. They had a great opportunity to reappraise values and break with traditions which had led them to disaster, and return to the concept of world citizenship expressed by Goethe and Beethoven. Through maturity of thought and stability of action they could readily acquire a new position in the world which no amount of manoeuvring between the great powers could give them.

McCloy's affirmation that the Western Allies were united behind these broad policies was borne out by the unqualified enthusiasm with which his speech was greeted in Paris and London.— *Willson Woodside.*

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FINE WRITING

THE IRONING BOARD—by Christopher Morley —Doubleday—$3.50.

MR. MORLEY was once an amiable novelist and a stimulating essayist—before the tragic day when he first became obsessed with his own considerable erudition. Now he is a dullard, and each of his books is more frustrating than the last.

The pieces assembled in "The Ironing Board," with one or two notable exceptions, are the sort of things that a less conceited writer would long ago have consigned to the furnace but Mr. Morley appears to believe that even the most trivial musings of a truly great man are worth publishing—a conclusion which has soiled many a greater literary reputation than Mr. Morley's.

There is a handful of more-or-less serious commentaries in "The Ironing Board" but they are lost in the welter of bumptious nonsense, pompous erudition and clumsy stylizing which Mr. Morley tries desperately to pass off as high humour and fine writing.

—J.L.W.

'WAY BACK WHEN

SOME OF IT WAS FUN—by Wallace Reyburn —Nelson—$3.00.

PERIPATETIC war correspondent Wallace Reyburn throws down a bagful of humorous tales from his war. Take them or leave them, they make a book that will tickle the cockles of any Canadian serviceman's heart. The chapters deal mostly with the Italian campaign but include visits to Tito in Jugoslavia and to Greece for the EAM-ELAS schemozzle.

While Reyburn cut quite a few capers himself in these places (*e.g.*, with a Mata Hari in Naples), he kept a sharp eye on what others were doing —*e.g.*, Fred Griffin of *The Toronto Star*, J. A. M. Cook of the Winnipeg *Free Press*, Major Bert "Anybody-Here-From-Toronto" Wemp of *The Telegram*, Gordon Hutton of Calgary.

The book reads like a rounded-off diary. The detail is convincing because Reyburn refreshed himself for several tales by reference to his own *Montreal Standard* despatches. (Until recently Reyburn was Editor of *New Liberty* magazine; now free lances.) This first-person touch gives vitality, but some items, now read in the cold light of five-years-later, raise a question of good taste. No soldier will raise an eyebrow — for according to the dust jacket notation, it is "definitely a man's book."

WALLACE REYBURN

The bewilderment of war is left alone. So is the drippy nostalgia that doesn't go down well with soldiers who prefer to recall things with their own—not some author's— emotional tingeing.

Reyburn's memories are reportorial, rich and jocular; his own particular talent must have been story-telling for mess members. There are incidents and characters that seemed almost normal then but in 1950 seem fantastic. There are serious moments too — for instance, the visit to the plastic surgery hospital in East Grinstead, where "Maestro" Archibald McIndoe wrought miracles with charred faces and hands, restoring personalities by artistic graftings.

The numerous and engaging cartoons are by Peter Whalley, a Brockville, Ont., artist.

Reyburn included the odd item for sting value. One has to do with Joe, a talented jeep driver who pinch-hits as a correspondent in Greece and on other fronts. After the war, Joe wanted something better than the small time newspaper job he had left in Port Arthur. Managing Editors in Toronto and Montreal looked over his clippings and agreed he had what it takes. But none of them offered Joe a job.

"Joe," says Reyburn, "had one big disadvantage. . . . He was colored."

—J.Y.

OLD-YOUNG MINDS

THE CHILDREN'S THEATRE BOOK—by Cecile Walton—Macmillan—$2.25.

THIS ENGLISH book points up the differences in age levels between English and Canadian children. Intended for English theatre-minded children well under 15 years, it should interest Canadian children in their early teens and upwards. Written by a woman who has successfully run a Children's Theatre, it is a valuable book on craftsmanship, with detailed instruction on how to make model theatres and scenery and costumes.

But it takes for granted that young readers are familiar with ballet and ballerinas; that they are familiar with history; that they have a better-than-average reading vocabulary. It is excellent reading if one skips the opening chapter which introduces two children who, in turn, are introduced to culture by a Mr. Curio and then tossed completely out of the book; it is well illustrated but with an amazing combination of elaborate plates and amateur-looking line sketches; it is a book all older children should have in their library, especially children of balletomanes.

—M. E. N.

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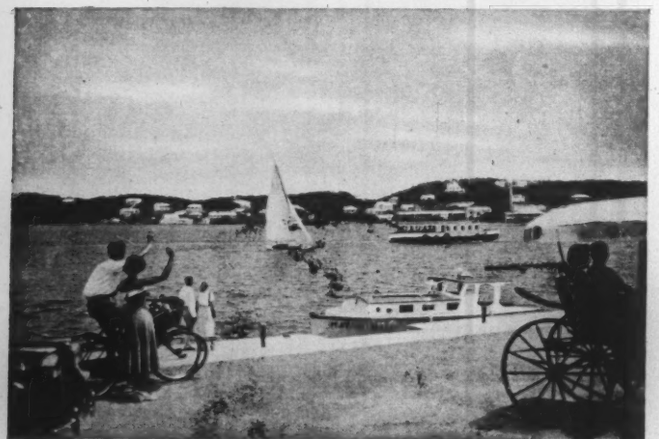

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LIFE vs. LECTURE

READY, WILLIG AND ABEL—by Walter Artzt —McClelland & Stewart—$3.95.

THIS IS another of those folksy and phoney *I Remember When* autobiographies about the poor immigrant boy who is first baffled by and later completely sold on America. Of its type it isn't bad at all, a sort of poor man's Bemelmans.

Willig, who tells the story, and who is probably partly the author and partly the author's fertile imagination, is a sixteen-year-old Jewish boy in an Austrian village when we first meet him. His older, handsomer brother Abel has been in America for a year and sends for Willig.

Many of the incidents which occur in the process of Willig's Americanization are very funny, but some of them are too patently contrived. Willig goes to Atlantic City and has to be rescued from drowning. He is swindled by every known device up to and including the hoary money-making machine. Naturally, he pays a visit to Hollywood, where all the old chestnuts are dusted off, such as brother Abel, a barber by trade, becoming mysteriously confidential adviser to a studio head, and the same head later announcing that "From now on before we make a picture, someone must read it."

Nonetheless, Success finally comes to Willig, and so does Philosophy, both personal and political. Willig sounds off about Big Business, racial discrimination, Abraham Lincoln, Groton, and Harvard. And in so doing he ruins his book.

These stories of the bewildered little European immigrant arriving on unfriendly shores can be both funny and touching, as is Mr. Artzt's in spots. When they recount the grim fight for success they can be interesting and even inspiring, as this one is occasionally. But when the hero, having arrived, sits back and begins to deliver his lecture, that's the time to quietly close the book.—*T. K.*

ACROSS THE DESK

THE VATICAN—by Ann Carnahan—Clarke, Irwin—$5.00.

■ In the summer of 1936, the author was one of a number of guests at the home of Archbishop John Glennon of St. Louis who knelt to receive the blessing of the Secretary of State of the Holy See, His Eminence Eugenio Cardinal Pacelli. At that time she made a resolve that she would visit the Vatican to tell its story in words and pictures and to describe the life of the Holy Father.

Twelve years later she was able to carry out her resolution. With full permission she and a photographer, David Seymour, spent ten weeks in the Holy City, interviewing the inhabitants of the 108-acre domain photographing its 2,000-year-old scenes, activities and treasures and tracing the daily life that goes within the walls. The result is a 191-page book of text and pictures recording their experiences and their impressions. For those who cannot make the pilgrimage to Rome during the Holy Year, the book may serve as a splendid substitute.

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5. In a plan the room arrangement choice is small. It embodies 3 major areas: living, working, and sleeping. Layouts show variations for 1st floor of 6 room, 1½ or 2 storey house. Sleeping quarters are on 2nd floor. Wing with two bedrooms and bathroom could be added if upstairs is left unfinished now. Breezeway and garage could extend off dining room.

6. New split level plan utilizes partial basement. Ground floor living areas form landing from which stairs lead *down* to recreation and utility rooms, and *up* to bedrooms and bathroom. Since it's usual to excavate several feet below the frost line, a basement if properly waterproofed and heated, offers useable space at relatively low cost.

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CUT OUT AND SAVE

religion

O PIONEERS!

THE UNITED Church of Canada is celebrating its 25th Anniversary for this year. The first organic union of great denominations was consummated in June, 1925. To mark the occasion, the United Church commissioned Rev. Kenneth Beaton, DD, of the Committee on Missionary Education, to write a brief history of the Church during those momentous years. The result, a volume of 125 pages entitled, "Growing with the Years." The introduction is by the Moderator, Rt. Rev. Willard Brewing, DD, of St. George's United Church, Toronto.

In brief readable paragraphs, well illustrated, Dr. Beaton describes the humanitarian work done by the Church throughout the world. He tells of the work done for the aged, the unfortunate, the weak. He has shown the training of ministers in eight theological colleges, of full-time women workers in The United Church Training School and the work done in three universities. There is a description of the relief work done during the depression years and since the war in Great Britain, Europe and Asia. There is an interesting chapter outlining the service rendered by the mission boats on the coasts of Newfoundland and British Columbia. Reference is also made to the educational, evangelistic and rural work done by the Church in China, Japan, Korea, India, Africa and Trinidad. It will be a revelation to the reader who might think of the Church's work as holding two services on Sunday with a few week day meetings thrown in for good luck.

DR. BEATON: *Profile of a Church.*

"Growing with the Years" is a fascinating account of a Church that is on the march, bringing the message of love into every area of human life, into every part of Canada and many lands beyond our borders. It is a story of a Church not afraid to pioneer with new methods and new techniques in proclaiming the Gospel.

people

Changing Times

■ Alberta's Peace River district now boasts a baronet, **Sir Robert Charles Dunning,** 49, father of four sons and two daughters, a distant cousin but nearest relative of 7th baronet Sir Charles Vere Dunning, 91, who died in London last week. The title goes back to 1778.

■ By order of the Chief Justice of the Supreme Court, Deputy Sheriff **Frank Bingham** wore the traditional black hat and carried his sword of office at the opening of the winter assizes in Hamilton, Ont. This practice has been mainly discontinued but Hamilton revived it some years ago in an attempt to get it reinstated across country.

—CP

AN ANCIENT *tradition revived.*

■ In Ottawa an unusual job was assigned to **I. C. Pollack,** formerly of Quebec and Montreal, who joined the External Affairs Department in 1947. He has been placed in charge of invitations to international conferences.

Although Canada only accepts invitations of direct interest—one recent offer was to attend a conference on the preservation of the Belgian stallion—Canadians attended 125 international gatherings last year.

■ Harvard University Professor of Economics **Kenneth Galbraith** told members of the Canadian Federation of Agriculture at Niagara Falls it was "a great tragedy" the Ontario Agricultural College "should have been allowed to slip into decay." Himself a graduate of OAC, he said the "gradual but persistent decline" in sale of Canadian and U.S. agricultural products abroad would lead to adjustments "severe in Canada and milder but not necessarily mild in the U.S."

■ There was no cleavage between himself and the CCF said **David Lewis,** announcing his resignation as National Secretary of the party in July after 13 years. He hopes some day to return to Ottawa as "a CCF **member of Parliament."**

QUIZ

HERE ARE 16 STATEMENTS

With how many do you agree ?

"After comparison I found that Heinz Vegetable Soup far surpassed my favourite brand of soup in flavour." —Mrs. E. P.

"I tried your Cream of Mushroom Soup and found it far superior to any brand of soup I have tried." —Mrs. M. H. B.

"In the past we have been buying another brand of soup, but this sample will switch us to Heinz in the future." —Mrs. S. P.

"Having tried your sample of Heinz Vegetable Soup I think it is super compared to other brands of soup." —Miss M. McA.

"After tasting the Heinz sample I think I have been buying the wrong brand of soups." —Mrs. R. H.

"We sampled your Cream of Tomato Soup and decided it is the most nourishing and appetizing we have ever tried." —Mrs. M. McR.

"Having tried Heinz Mushroom Soup, all I can say is that it is far ahead of other brands." —Mrs. C. M.

"The sample of Heinz Cream of Chicken Soup was delicious. It was just like home-made soup." —Mrs. C. C.

"My husband says it is second to none, and anytime I want a week's vacation, just to leave him a supply of Heinz Soups." —Mrs. C. W.

"Heinz Soups are the brand for me after trying your Vegetable Soup . . . far superior for richness and flavour." —Mrs. R. B.

"I had the pleasure of tasting Heinz Cream of Green Pea Soup. I find it excells all other makes." —Mrs. A. McC.

"I think that your Soup rates above all other soups on the market." —Mrs. W. W.

"I found the Heinz Vegetable Soup a much richer, finer flavour than the brand I have been using." —Mrs. M. MacD.

"I like Heinz Vegetable Soup because it tastes more like homemade soup than any other brand." —Mrs. R. L.

"After trying Heinz Soup for the first time, my husband and I both agree it has far more flavour than other soups." —Mrs. E. T.

"I really think Heinz Soups are the tops. In fact it is hard to beat anything that carries the Heinz trade mark." —Mrs. W. W. I.

You can see by these comments that many women have been buying soup by habit rather than by choice. Often the first taste of Heinz Soups convinces them that they have been missing a treat. Try a similar comparison yourself and taste the wonderful difference.

HEINZ Condensed SOUPS

The things a boy can't be expected to know

Reassure him, Dad. A caged tiger will never harm him, but how is a seven-year-old to know?

So often, the things he fears are harmless, and things he never thinks of are the real hazards. It is your biggest job as a father to protect your son against the dangers that never cross a boy's mind.

One of these is the danger to his own future if you should no longer be there to assure it. What *would* happen to your children and their mother, if you should die?

As a father, you are irreplaceable. As a provider, you *can* be replaced by life insurance. It is likely that you have some life insurance, but is it enough in the face of today's living costs?

Great-West Life and its well-trained representatives are partners in the task of creating life insurance protection for families all across the continent. Now, when it is so urgently important for you to get the utmost protection for your life insurance premium, take advantage of the advice of a specialist. Let your Great-West Life representative help you to protect your family against the dangers that never cross a boy's mind.

Your future is our business

Today

GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE — WINNIPEG

intermission

A Day Away from Winter

by Madge Macbeth

IF YOU are planning a rendezvous with Ole Man Sol, there's no better place for the meeting than the island of Barbados. It is easy to reach, comfortable when you reach it, and its prices, although doubled in the last few years, are lower, at that, than those of Nassau, Jamaica or Bermuda.

If time is not a factor and you can spend approximately a month in transit, Canadian National "Lady" or cargo boats promise you an ideal journey. The catch is to get a passage on them. If, however, you can't spare a month for travelling, or can't get a passage, if you are impatient to see and feel the sun, to plunge *into* the water instead of sailing *on* it, then take a TCA plane and cover the distance between winter and summer in less than 24 hours.

Barbados is the most English of all the British West Indian islands. It has been unbrokenly English, uninterruptedly English, for more than 300 years. The English language is spoken, though with a strange and lilting accent and inflection, money is computed in English terms, and there's an English feeling in the way of life that could not stem from any other country. The old plantation homes, notwithstanding their tropical architecture, are as English as any county house in Surrey or Devon.

From the air, the island — 21 miles by 14, and shaped like a huge ham—looks flat. Actually, it is rolling; gently hilly save in the narrow northeastern part where a bleak and rugged coast line reminds one of the Cornish country or some sections of northern Scotland. This St. Andrew's Parish includes "chalk" cliffs that provide the red and gray clay used by potters in making their lovely earthenware articles. Chalky Mount is a village of potters whose wheels are turned by hand, whose method of work is practically the same as that used in New Testament times.

Agriculture is the island's chief industry. This means the growing of sugar cane.

Not an inch of earth is wasted. Barbados is the most densely populated area in the world, outside of China. Over a thousand people crowd into a square mile. Most of them are black.

More interesting perhaps to the prospective tourist are the following facts; hotels are good and numerous, although not numerous enough to accommodate all the people who want to winter there. The water is warm and the beaches are safe in almost any part of the island In many sections, reefs protect them from rough seas, from unmannerly fish and other marine dangers of the tropic seas.

A Night Club? Sure, there's a Night Club! It serves fat, juicy steaks and its orchestra, dressed in spirited red, makes dancing quite irresistible.

Cinemas? Sure, there are cinemas! Several of them, and they are not far behind ours in the date of their pictures.

A Museum? Of course! And there's a splendid library whose chief executive spent some time studying our methods in Canada. There are golf courses, dozens of tennis courts, a Yacht Club, an Aquatic Club and a fine club called the Savannah. There is cricket and football and, twice a year, horse races.

Every week, the Municipal Band gives a concert, and music heard under a star-spangled sky, under lazily waving palms and casuarina trees, within sound of the rhythmic whisper of the sea, stirs some emotion that does not come to life when listening to music in an auditorium.

There are no trains in Barbados. No trams. There are about 500 miles of excellent paved roads, and buses serve the various parishes pretty conveniently. But even they leave a lot of walking to be done, so most visitors depend upon the taxis, which are numerous (and expensive), or they hire a small car and drive themselves.

The workaday people carry every conceivable kind of commodity on their heads with ease and grace. Here, a woman sways along under a huge tray of flying fish. There, another trudges unconcernedly with 100 pounds of stone on her head. In Bridgetown, any day, you can see the "Mawby woman" selling a native drink of the same name from a large container surrounded by glasses, from the top of her coif!

Oh, it's lovely, that coral island! Its houses made of softly gleaming white stone often covered with a pale pastel wash that provides an ideal background for hot red bougainvillea, deep purple hibiscus and blazing poinsettia. The sea is streaked an impossible green. Its blue is the blue of the Bay of Naples. Against the horizon, the white sails of the fishing fleet cut triangular holes in the sky. At sunset the world turns a timid rosy hue. Darkness falls suddenly, heavily. There is no twilight. Your window frames the Southern Cross, and all night, strange-tongued frogs about the size of a quarter, squeak with maddening regularity. They sound like a spring that needs oiling.

And by air, all this is less than a day from winter!

U.K. and commonwealth

WAR OVER KASHMIR?

IT IS UNFORTUNATE that the Commonwealth Foreign Ministers did not make their tours of Southern Asia before, rather than after, the Colombo Conference. Had they done so, their deliberations would have been conducted with a far greater feeling of urgency.

In the past few weeks I have had a chance to talk with politicians, officials, and businessmen in India and Pakistan who are in close contact with the problems of their own and neighboring countries. From these conversations one fact stands out: the chances of our saving the rice bowl of South Asia — Burma, Siam, and Indo-China—from chaos or Communism are slim indeed.

On India's north-eastern frontiers the situation appears equally grim. Tibet, which commands the Himalayan peaks on India's frontier, has, I am told by the most competent Indian authorities, been written off.

In the face of this crumbling and decay, Commonwealth policy has been based on the assumption that the twin bastions of India and Pakistan will remain unshaken. There is much about these two new Dominions which is singularly impressive. But far from providing a firm base from which the enemies of freedom in Southern Asia might be resisted, they are engaged in a violent quarrel which may well bring destruction on themselves.

—CP

NEHRU'S *steady hand will be needed in situation which his deputy, Patel, warns could bring war with Pakistan.*

In Britain, the Indo-Pakistan "cold war" appears to be popularly regarded as no more than a lamentable squabble. It is actually the most important factor not merely in the affairs of the Commonwealth, but also in the fate of all South-East Asia. The situation is as grave as if in 1947, when the Russian tide in Europe was at its flood, Britain and France had been on the verge of war.

The main bone of contention between India and Pakistan is the possession of Kashmir, but the dispute affects every aspect of life. For instance, at a moment when both countries desperately need funds for development programs, 60 per cent of India's budget, and 75 per cent of Pakistan's, are devoted to defending themselves against each other. At the same time, trade between India and Pakistan is at a standstill so that Indian jute and cotton mills will soon have to close for lack of raw materials, while Pakistan burns much of its crop.

Among Pakistanis, the Kashmir dispute is so much the sole topic of conversation, and the failure of Britain to give them support has led to such bitter feeling, that their attachment to the Commonwealth, once so strong, is being undermined. Sensible and responsible Pakistanis assured me that if the dispute flared up again into open war, or if there seemed a real chance that the whole of Kashmir would go to India, Pakistan would not hesitate to seek any help that Soviet Russia could offer. Politicians are aware of the immense danger of this course of action, but popular demand would make it almost impossible to refuse.

It is glaringly obvious that the very first prerequisite of any policy for Southern Asia is a settlement of this dispute. No Spender Plan, no American Aid, no continuation of sterling credits, can possibly have effect unless this cold war is ended.

How is the dispute to be settled? Both sides agreed a year ago to abide by the vote of the Kashmiri people, but since that time India has steadily stalled off the plebiscite. There are many excuses but only one reason: India believes that if the whole of Kashmir went to Pakistan there would be so great a flood of Hindu refugees that Pandit Nehru's Government would be swept away in a wave of resentment. No democratic Government would replace it. In the unlikely event of the plebiscite turning in India's favor the Pakistan Government would fall.

The only hope seems to be mediation and partition. But who is to carry out this thankless task? At the moment a United Nations committee is attempting to arrange the plebiscite, but no group which has the sanction only of the weak and divided United Nations could carry out the even more difficult task of recommending a partition line. However, if America with British encouragement and assistance were to put her full weight behind a mediating committee, perhaps under United Nations auspices, the situation might be changed. Because both sides greatly desire American economic aid, her suggestions, if tactfully made, could carry very great weight.

If America does not take this plunge, we cannot afford to wring our hands and let the matter rest. The blunt fact is that the whole structure of the Commonwealth in Asia stands in imminent danger of total destruction. It would be a tremendous risk for Britain to intervene and attempt to settle the dispute. But to leave the dispute unsettled will certainly bring about an immeasurable disaster.

By William Clark, for London Observer *and* SATURDAY NIGHT.

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80th Year of Life Insurance Service to Canadians Completed by Mutual Life of Canada

Sales of New Insurance Exceed All Previous Records

OUTSTANDING LOW NET COST RECORD CONTINUED

President and General Manager Review Company's Progress and National Outlook

Waterloo, Ont., February 2nd.

"Canadians can continue to live in what is probably the fairest country in the world if they retain the beliefs and virtues of their ancestors, but improve their methods as changing conditions dictate," stated Louis L. Lang, President of The Mutual Life of Canada, when addressing the 80th meeting of policyholders today. The pioneers who founded The Mutual Life in 1869, and earlier settlers, were hard-working thrifty men of sterling character, to whom pleading for social security instead of freedom would have sounded strange.

Mr. Lang felt that Canada's problems in 1950 will not differ much from 1949 except in variations in intensity and extent. Her geographical position makes Canada's economic condition and progress dependent to a considerable extent on conditions in the U.S.A.

A gradual reduction in the consolidated national debt is very desirable, and unnecessary public works programs should be deferred for periods of lesser prosperity, he stated.

Speaking specifically of the operations of The Mutual Life, Mr. Lang pointed out that the Company's investment policy had aided in the building of homes, the improvement of cities, towns and villages, and the support of Canadian business enterprises. The Mutual Life continued through its successful operations to take its place with the leaders on this continent in providing low net cost life insurance.

The General Manager, Mr. A. E. Pequegnat, emphasized that the world trend is away from socialism. The average freedom-loving citizen in English-speaking countries is not attracted by a state in which "everybody owns everything and nobody owns anything." He prefers to own all of something rather than a share of everything. There is an increasing recognition in many countries of the undesirability of nationalizing life insurance.

New assurances placed by The Mutual Life in its 80th year reached an all-time peak, slightly over $120 Millions, an increase of more than 15% over the previous year. Mr. Pequegnat also reported a record increase in insurance in force, a decrease in the expense rate and an increase in the rate of interest earned.

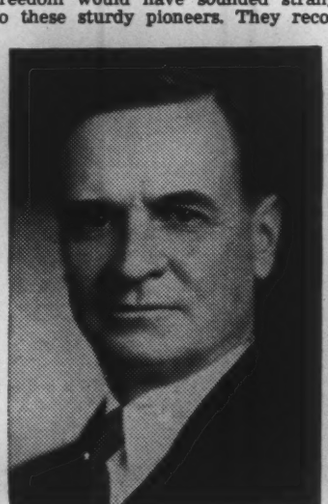
Condensations of the addresses delivered by both Mr. Lang and Mr. Pequegnat follow:

ADDRESS BY MR. LANG

It is my great pleasure to report that our Company has participated in the economic progress in which this country has prospered, and that it seems destined for the next year to continue its exceptionally favorable position.

It might be interesting to refer to some of the early history of the community in which our Head Office is located, and to circumstances which led to the incorporation of our Company in the comparatively small City of Waterloo. The first settler on the land where the City now stands came here in 1806 followed by others who were forced to seek refuge in the British American colonies from the persecution to which they were subjected in consequence of their religious scruples. Emigrating chiefly from Germany, they settled in the neighbourhood of Germantown, Pennsylvania, where they remained until the outbreak of hostilities between England and her American colonies. Opposed to war and inclined to look with disfavor upon the cause of the revolution they emulated the example of the United Empire Loyalists, came to Canada and settled in Waterloo.

Well adapted to the pioneer life of Canada they entered heartily into the rigorous conditions of their new life. Pleading for social security instead of freedom would have sounded strange to these sturdy pioneers. They recognized as we do, the rights and the initiative of citizens as a whole and not the dictatorship of the few.



Louis L. Lang,
President

Early Difficulties Overcome

Our Company was founded on the mutual principle in 1869. Neither life insurance nor the necessity for it were generally understood or appreciated, and much prejudice existed against native companies, which were not considered as safe as the British or American. But soon better knowledge of the business began to prevail. The founders of our Company properly claimed that its establishment greatly reduced the rates for life insurance as compared with the premiums then in effect, and at the same time kept in the province a large amount of money formerly paid to the foreign companies and invested abroad.

Interest Rate, Expense and Mortality Experience

The fifty-odd companies now doing business in Canada are engaged in keen competition. Each company endeavours to improve its interest rate as much as possible consistent with safety of principal; to reduce its administrative expenses without sacrificing service and to improve its mortality experience without restricting too greatly the class eligible for insurance at standard rates.

Since the war life insurance companies have been faced with continuously rising costs due to inflationary pressures. In 1949 our Company's expense ratio showed a moderate decrease from that experienced in 1948, and, considering the increase in administrative costs generally, compares quite favorably with that of ten years ago.

Our investment policy over the past year has taken into account the great need for new money to finance housing and municipal requirements and the expansion of business, and both our reinvestible assets and our new funds have been directed into these channels.

The rate of mortality experienced by The Mutual Life has changed considerably since organization. As significant improvements in mortality experience occur, we are able to alter the basis of our dividend distribution and to change the mortality table used to calculate premium rates for new policies. Six different tables have been used, and three of the changes have occurred in the last twenty-five years. The original table used provided for 8.4 deaths per thousand at age thirty, and subsequent tables have provided for 7.7, 7.5, 4.5, 4.3 and 2.4 deaths respectively. The table now being used extensively in the United States provides for 3.6 deaths per thousand at age 30. The percentage improvement in mortality rates has been most spectacular at the younger ages, but some improvement has occurred at advanced ages as well.

Obsolete mortality tables are promptly discarded in Canada under the spur of free competition. No company could survive today without being continually on the alert for ways to lower the cost of its product, and The Mutual Life of Canada is proud to take its place with the leaders in providing low net cost life insurance.

Extension to Head Office Planned

In its early years the Company's operations were directed from offices in rented premises; but in 1879 it erected its first office building in a central location in Waterloo. This building served until an enlarged Head Office on the present site of some five and one-half acres was occupied in 1912. Since that date three additions have been made. Plans for a further extension are now being considered, with the likelihood of being acted upon in the near future.

National Economy Generally Favorable in 1949

1949 was a good year in Canada and exceeded the expectations of most observers. Gross national production and national income were slightly greater than in 1948. Industrial production was a little better. The volume of employment was about the same, although towards the close of the year unemployment increased in some areas. Canadian consumer spending decreased in some fields. There has been a considerable loss of trade for Canadian exporters owing to the shortage of dollars. On the whole, however, Canada continued to maintain a favorable balance of trade with the world.

Outlook for 1950

It would seem that our problems in Canada this year will be much the same as those with which we have struggled during recent years, although there will be variations in intensity and extent. Our economic conditions and progress depend to a considerable extent on conditions in the United States, which has about eleven times the population of Canada and about twenty times its wealth. We are also North Americans and must be influenced by the success or lack of success of our friendly neighbours. Our increasing resources can create and establish great new fields for production and consumption which will replace the horrible and wasteful use of materials for war.

Reduction in National Debt Essential

In 1913, before the First World War, the national debt was $544 Million. In 1922, four years after the First World War, it was $2 Billion $900 Million. In 1949, four years after the Second World War, the consolidated national debt is almost $17 Billion. So long as the people of Canada have the will and the opportunity to work and have raw materials they can continue to pay the interest on the vastly increased mortgage. But our national debt must be serviced and reduced gradually if Canada is to retain her credit. It is gratifying to see that our Government has realized the necessity of sound money management in balancing the budget and making reasonable reductions in the heavy debt load the country has to carry.

Defer Extensive Public Works Program

Governments are receiving many requests to embark on new plans and to extend existing plans for various forms of welfare and social security, and for public works, subsidies and assistance on a great scale. Are such public works necessary when production, employment, income, are all still abnormally high? Should not such programs be saved, as far as possible, for periods of lesser prosperity or severe cases of depression?

Personally Built Independence Best Social Security

There have been growing up on this North American continent over the past ten years great numbers of young peo-

ple who have never known what it is to look for work. They do not understand that part at least of the present condition of affairs is the artificial and temporary result of war and its aftermath. All the people of Canada should realize that there is no security equal to that provided by the individual himself as a result of industry, intelligence, self-denial and thrift. In its early days, material development in Canada was made possible by the accumulation of savings of many individuals in Europe and the investment of these savings here to establish enterprises and to draw dividends and interest from them. Those days have passed and now we depend largely upon our own national savings for further material development. If we do not save, whence will come funds to extend wealth-producing enterprises? A government has no money except that which it takes from the citizens. All expenses must be financed out of the earnings and other income of the people of Canada.

Canada has had a magnificent record over the last hundred years and especially during the last fifty years. Canadians can continue to live in what is probably the fairest country in the world if they retain the beliefs and virtues of their ancestors but improve their methods as changing conditions dictate.

The several financial statements just presented provide conclusive evidence of the continuation of the careful and efficient management which has characterized our Company throughout its long history. The close contacts I have enjoyed throughout the year with the chief Executive Officers at Home Office, as well as with many of our field representatives, permit me to assure all our members that the manifold operations of the Company are being well conducted.

EXTRACTS FROM ADDRESS BY THE GENERAL MANAGER, MR. A. E. PEQUEGNAT

Within the last hundred years a definite conflict has emerged between those who maintain that the best interests of a people can only be secured through the intervention of an all-powerful state machine, and those who advocate a form of government which interferes with the personal freedom of the individual citizen only to the degree necessary to preserve the safety and honour of the realm and to protect citizens generally against exploitation and abuse.

During the last three decades the advocates of statism have shown progress in countries where human progress has been most retarded and despotism has been the governing force. But changes made have been more apparent than real, the transition being merely from a form of abject slavery to a more attractive, but deceptive, type, being clothed in the guise of security. In countries where previously no security had existed the new doctrine made converts rapidly among malcontents of adjoining states. But in countries where forms of government protect the right of individual citizens to determine and work for the form of personal and family security to which they might aspire, totalitarian theories have had but little appeal. Foremost in the vanguard of the forces fighting for the preservation of the freedom of the individual is found the united voice of life insurance policyholders.

Nationalization of Life Insurance

It was not unexpected that the program of the socialist party, in both Canada and Great Britain, should include the nationalization of life insurance. However, this was apparently far from popular even among the members of the socialist party for it was quickly dropped from the party program. In Great Britain full nationalization of life insurance companies was restricted to industrial insurance, and now mutualization of industrial companies has been substituted for nationalization.

A. E. Pequegnat, General Manager

In Australia and New Zealand the welfare of the state has recently been removed from the control of socialist governments. In Sweden, a commission appointed to survey the operations of life insurance companies, with the view of possible nationalization, advised that no change be made other than that policyholders should be more strongly represented in the management of the companies. This recommendation, coupled with the change of attitude in Great Britain pays great tribute to the mutual principle on which the great life insurance structure of the North American continent has been largely erected.

New Assurances in 1949 Exceed Previous Record

New assurances in The Mutual Life in 1949 reached an all-time peak, slightly over $120 Million, an increase of more than 15% over the previous year; the increase in business in force, $90,462,786, exceeded by almost $10 Million the increase of any previous year. We are proud of the enviable position which our lapse rate holds and strive constantly to avoid preventable terminations. In five provinces our Company wrote more than 10% of the ordinary business written by all companies and showed an increase in the proportion of business written in all the provinces, save one.

Gross Interest Earnings Rate Rises

The high regard in which our Company has been held throughout its long history is largely attributable to the low net cost enjoyed by our policyholders. A favorable mortality experience, arising from careful selection, the highest rate of interest earnings, consistent with the sound investment of funds held in trust, and an economical administration have combined to maintain our Company in a position of advantage among our competitors. For over 20 years the trend of interest earnings has been downward, but for the first time since 1927, other than the year 1944 when the recovery of interest previously written off was unusually large, the curve is no longer downward, the gross interest rate for the year 1949, 3.89%, being an increase of .09% over the previous year.

Expense Rate Declines

Careful control of expenditures produced a ratio of total expense to real income of 15.01%, .62% lower than that of the previous year, the first decline in this ratio since 1944. In the face of higher costs for all services and commodities, this must be credited to a greater efficiency of operation and should refute any criticism of extravagance in the conduct of our business. Some of this improvement must be attributed to the steady increase in the average size of the policies issued, $2,378 in 1945 to $4,088 in 1949.

Mortality Experience Very Satisfactory

Last year's mortality result, 49.23%, while slightly higher than the year before, must be classed as a most favorable experience, being well below the average of the last ten years. The proportion of deaths from coronary thrombosis continued its upward trend, being 33.9% of claims paid in 1949. compared to 30.2% in 1948 and 27.4% in 1947. An analysis by age of the deaths from this cause, indicates that the largest proportion of total deaths occurs in the age group 50-59, in which 38.4% of the deaths from all causes arise from coronary thrombosis. This compares with 37.3% in age group 60-69 and 32.9% in age group 40-49. In the 70's the hazard drops to 30.7%. Of those who die of coronary thrombosis our experience shows that 27.1% will occur in the 50's, 37.5% will occur in the 60's, but for those who reach the 70's the risk will be reduced to 18.8%.

Insurance Companies Aid Medical Research

A group of life insurance companies, including our own, has, in the past year, set up a fund to assist the medical schools associated with our Canadian universities, to further extend medical research. I am confident that our policyholders, having their own interests in mind, as well as the general health of the nation, will approve our co-operation in this important work.

Dividend Scale Continued

The gross surplus earnings of the Company in the year just closed amounted to $6,172,141, an increase over the previous year of $633,180. The scale of surplus distribution now in effect absorbed $4,894,564 of these earnings and, after allocating $500,000 to strengthen reserves permitted the transfer to Unassigned Contingency Funds of $822,576, an amount slightly higher than that of a year ago. The total reserve and surplus funds now aggregate $26,250,000, 7.6% of total assets. These results would appear to ensure the continuation for some time of the basis of surplus distribution adopted a year ago.

Analysis of Assets

Over 70% of total assets is held in the form of bonds, a total of over $245 Million, of which $161,600,000 are obligations of the Dominion of Canada. Other government bonds, including the Canadian provinces, amount to $43,285,000, the balance, $40,545,000 is distributed among the many Canadian municipalities, public utilities and high-grade corporations. Our stock investments, preferred and common, now amount to $10,929,000, an increase during the year of $2,543,000 and represent but 3% of our total assets. Our carefully selected stock investments are producing a splendid return, 5.70%, in 1949 as compared to 5.34% in 1948. Our total investment in these securities is still quite low compared with the maximum of 15% of total assets permitted by the Dominion Insurance Act. On December 31st, 1949, the aggregate market value of our bond and stock investments showed an excess over our book value of approximately $15,500,000.

Mortgage Investments Exceed 17% Total Assets

New mortgage loans, largely confined to single and multiple dwellings, aggregated $17,163,000 for the year. In 1945 this form of investment represented 11% of total assets, but now exceeds 17%. The gross rate of interest earned on our mortgage investments in 1949 was 4.96%.

Loans to policyholders, while increasing slightly in the year, represented but 5% of total assets. This decline from the peak of 20% in 1934 is indicative of the growing desire on the part of policyholders generally to impair, as little as possible, the value of their policies.

Reserves Strengthened

The reserve maintained to satisfy all policy obligations has again been strengthened to provide against all possible adverse trends. All new business coming on our books is valued on an interest assumption of 2½% and with a mortality experience which is certainly not deteriorating, our reserve basis should provide an ample margin of safety.

Group Business Grows

The amount of Group life insurance in force has reached $71,442,000, an increase for the year of over $14 million. Allied is the Group Accident and Sickness Branch which permits the Company to provide the full group insurance package—hospitalization, surgical fee, medical and weekly indemnity benefits. The income in the Accident and Sickness branch during the past year amounted to slightly in excess of $1 million and the claims experience was very favourable.

Faithfulness of Employees Acknowledged

Success such as has been achieved by this Company during the past year and all the previous years of its long history is not attained without the wholehearted co-operation of all those who play a part in the conduct of such a vast undertaking. It was my privilege, during the past year, to visit most of our field organization and I found in all our manifold operations a spirit of unanimity, enthusiasm, success and devotion to duty. The same can be said of our Home Office where all departments are functioning with the highest degree of co-operation and efficiency.

We are all engaged in the building of a democracy of freedom, not of economic slavery. The mainspring of our social and economic progress here in America during the past century has been the incentive of financial independence. Life insurance is the way the free man takes to provide personal and family security.

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films

GRASSROOTS FUHRER

WHATEVER may be said against the Hollywood industry, it is still true that mass-controlled movies are infinitely preferable to state-controlled ones. At its worst the Western-made film which puts a false face on its civilization, does so on the agreeable assumption that this is the one the public prefers to look at. At its best—as in "All The King's Men" — it can be ruthlessly tough-minded and straightforward about the world we live in.

"All The King's Men" has some ugly things to say about the hidden political machinery of democracy; but it says them with such clarity and above all with such liveliness and intelligence that it makes the fiercest chauvinist film seem by comparison merely narcissistic and silly.

This is the film version of Robert Penn Warren's story which in turn was based on the career of Louisiana's Huey Long, and it is terrifying stuff. For what it makes clear is that fascism in any state is never much further away than just around the corner and that it is invariably built on the credulity of the democracy it finally destroys. It would be hard to choose between the spell-bound faces in this picture and the ones that appeared in newsreels during Hitler's entry into Austria, or that looked up at Mussolini as he thundered and gestured from his Roman balcony.

As the grassroots Fuhrer of an unnamed state, Broderick Crawford has been handed almost any actor's dream of a fat part, and he makes the most of it. There is a slight discrepancy between the naïve and fumbling politician of the early sequences and the fabulous later figure, but apart from this Willie Slade, both as written and acted, is a remarkable characterization, as solid as it is brilliant.

Joanne Dru plays opposite the star but her role is perfunctory and colorless and she is particularly unfortunate when she turns up anywhere in the neighborhood of Mercedes McCambridge, a newcomer of electrifying talent. Miss McCambridge plays

"BATTLEGROUND"

—Columbia

"ALL THE KING'S MEN": Broderick Crawford

the part of one of Willie's political fence-menders and rips through it with the rasp and the cold steel efficiency of a buzz-saw.

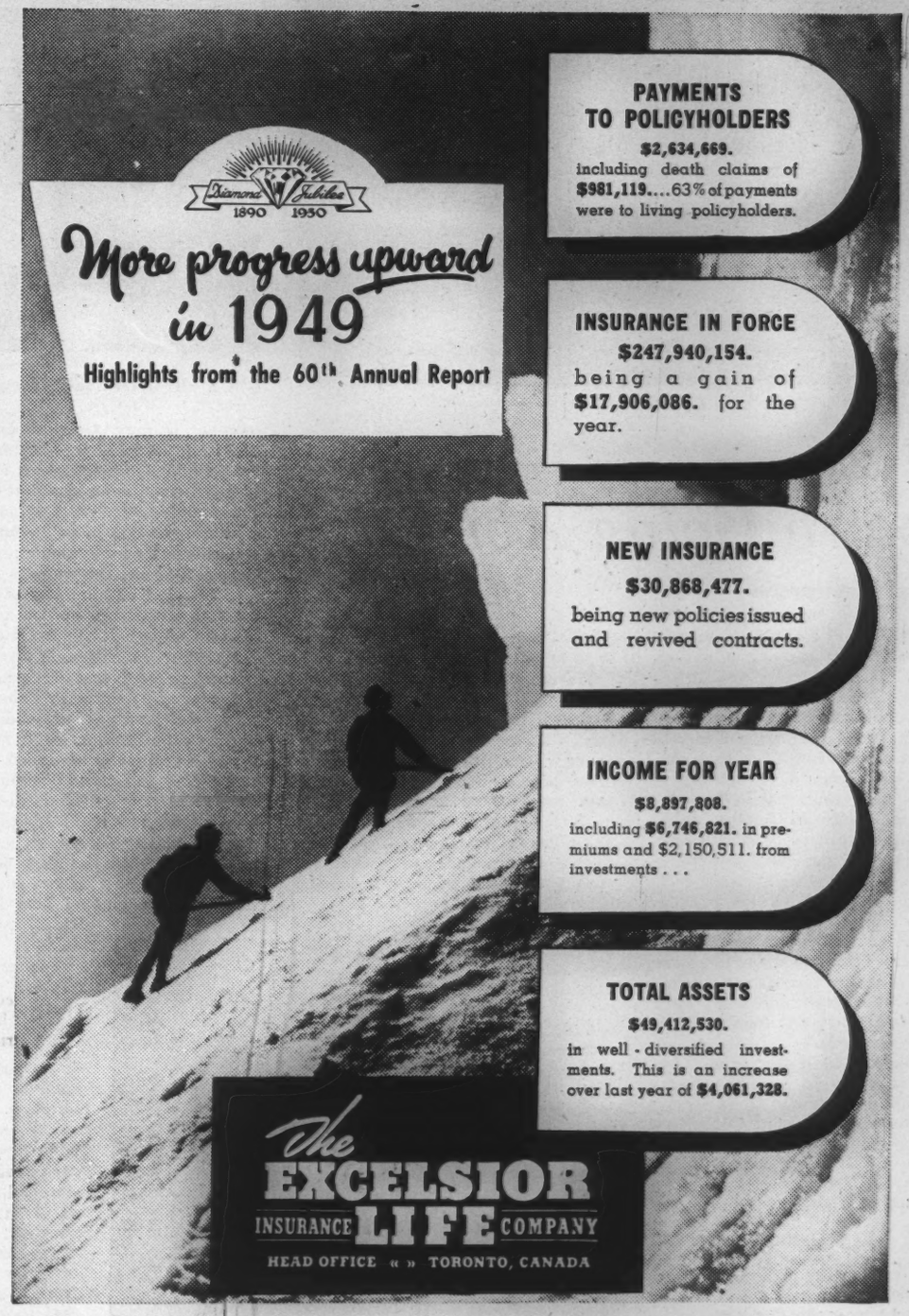
"GIVE US This Day", a film adaptation of Pietro de Donato's "Christ in Concrete" was made in England, but the setting is Brooklyn and I doubt if even a Brooklynite could detect its English origin.

"Give Us This Day" is an uneven film. The early part is over-long and a little too lovingly detailed, so that one's interest tends to fray before the story hits its dramatic stride. With the depression sequences however the film takes on a hard and frightening impact, that includes and goes a long way beyond social criticism, as a human story revealed with compassion and insight goes beyond the most detailed case-history.

WAR FILMS always offer the same problem to screen writers and directors, who nearly always come up with the same solution. A war or a campaign or even a battle is too immense and complex a phenomenon for scenario treatment, and to get it into comprehensible human terms they must reduce and reduce till the struggle is finally concentrated in a group of a dozen or half-a-dozen "types".

"Battleground", which sets out to describe one aspect of the Battle of the Bulge, follows the customary pattern. The humor, the stoicism, the heroics and the shorthand system of identification, are all familiar, and probably we must accept this as inevitable because of the nature of war-films. It is also in the nature of war-films however to be dramatic in their own way, and in "Battleground" the sheer brutal impersonality of war comes through, along with the exhaustion, exposure and mutilation it distributes without discrimination.

The story too— the eight-day siege of Bastogne and the lifting of the siege by the arrival of Allied planes— is violent and exciting in the impersonal terms of war. The fate of the human characters, though vigorously played by Van Johnson, Ricardo Montalban, George Murphy and John Hodiak — seemed relatively unimportant.—*Mary Lowrey Ross.*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PAYMENTS TO POLICYHOLDERS
$2,634,669.
including death claims of $981,119....63% of payments were to living policyholders.
INSURANCE IN FORCE
$247,940,154.
being a gain of $17,906,086. for the year.
NEW INSURANCE
$30,868,477.
being new policies issued and revived contracts.
INCOME FOR YEAR
$8,897,808.
including $6,746,821. in premiums and $2,150,511. from investments . . .
TOTAL ASSETS
$49,412,530.
in well-diversified investments. This is an increase over last year of $4,061,328.
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HEAD OFFICE « » TORONTO, CANADA

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So....

You're Going Abroad!

by Jean Bannerman

"PASSPORT, PLEASE," is usually your greeting on entering a foreign country.

If you're wise you will have secured your passport and visas early; otherwise you may be haunting Consular offices at the eleventh hour, as I was, having only four days between a month at the Trade Fair in Toronto, and four months in Europe. What hectic, heavenly days of a mad mixture of parties, passports, and packing!

Holland, one of my favorites, is really a difficult little country to get into, though well worth the trouble. Hear they are planning to make things easier for tourists now. Spain also is very difficult, and to go there you require a new visa each time you enter the country.

For these two you must go to Montreal, and apply in person. All the others can be obtained in Ottawa at the various Embassies and Consulates. Lovely Switzerland does not require one.

If you imagine passports are just a formality, try travelling without one!

"Please Send $100"

Next on the list of essential items is money. Remember, a trip usually costs more than you figure on, so be on the safe side and take a little extra. It's a good idea to have your money in two or three different purses, then if you are robbed or lose one, you still have something.

I learned that lesson in Portugal. Nearly broke, I wired my husband for $100. In case he was travelling I also wired my bank manager. The dears both promptly sent it to me. Both amounts spent the summer touring Europe, and never reached me. In the meantime I had discovered $30 tucked away in my evening bag (you can travel all over Spain for that sum). When I returned home—broke again!—in the autumn my cheques reached me—now each $110, thanks to devaluation. It's an ill wind!

Travellers' cheques in small denominations of $10 or $20 are the best way to carry money. Try to change only what money you will need in a country; changing back it is sometimes difficult to recover the value of your money, and almost impossible in Spain. Money changing on the black market is tempting but risky. People engaged in this racket are usually dishonest, and will do you if they can.

Clothes are the next problem, and though they don't make the man, they can do a lot for a woman.

Take only what luggage you can carry yourself if necessary, which means two suitcases at most. Light luggage is essential for travel by plane, of course. My husband's remarks were decidedly pointed the day he had to pay $25 on my excess baggage. And remember you will want to bring a few things (probably a lot) back with you, so save some space for them.

—French NTO

KIOSK *in Paris stops a passerby.*

Crushless fabrics and dark colors will serve you well. Hats that can be folded up and packed in a suitcase are perfect, and choose ones with brims, as the sun is very strong in the southern countries. Better still, take a small umbrella when sightseeing.

Electricity for ironing is undependable in France or Spain. Cleaning is expensive and not up to our standards, though they do washing and ironing very well in Spain with very poor equipment. In this connection, if you take a handy travelling iron, be sure it will work before you embark on your journey. Open shoes, while cooler, do let in dust and pebbles and are therefore impractical, as are high heels. Alcohol is an excellent remedy for tired feet—I mean externally, but a little both ways helps at times!

The drinking of wine in France, Italy and Spain (the water is unsafe) is a pleasant custom, just gives one a bit of a lift when needed and adds a touch of festivity to any meal.

Speaking of meals, if you don't want to starve to death in Spain, while travelling you must carry a sort of box lunch containing sandwiches, fruit, and a bottle of wine. Fruit is always a safe bet, as it can be peeled, but too much of it can cause diarrhoea, that scourge of Southern countries. If the slightest symptoms of this arise, cut out fruit and also bread, the next most likely cause. This is not much of a hardship as the bread is black and hard, besides think of your figure. I lost 22 pounds in Spain.

Tanagel tablets will clear up your trouble quickly. These can be bought at any drug store without a prescription.

The trains seldom have dining cars and all you can get at most stations are sweetish, lukewarm soft drinks, or water squirted from a container that looks like a bagpipe and served in a common drinking cup. The Scottish touch is appropriate since you have to pay for the water. Back home I sincerely give thanks for my daily bath along with my daily bread for, due to the drought, you must also pay extra at hotels and pensions for a bath.

No one ever travels by train in Spain if it is humanly possible to avoid it. Those who can afford to, go by motor or plane. But if impelled by stern necessity, as I was, here are a few suggestions, which I learned from bitter experience.

After the bath, anoint yourself from top to toe with a toilet water containing DDT and shake CAM powder, containing the same heavensent drug, well into all your clothes. Fleas in Spain and Italy are not just horrid little insects which live on dogs; they'll set up housekeeping on you too if you don't watch out. Such was my souvenir of my first—and worst—train trip in romantic Spain. They stuck by me closer than any brother all the time I was in Spain, in spite of my best efforts to dispossess them.

Since it is almost impossible to get a berth in a train, in fact even to get a seat is a major achievement (and of course you pay extra), a small pillow is a handy thing to carry.

Also be sure to take toilet paper, soap, Kleenex or small squares of cheesecloth, as so many conveniences we take for granted are totally lacking in Europe. Often there is not even any water on the train, so a small thermos of mineral water or wine is a godsend.

Cosmetics, Medicines

A flashlight is extremely useful—even a small one that can be slipped in your purse. I remember groping my way home in total darkness after a concert one evening—as so often happened, no *luz* or electricity. I would have given a lot for a light that night.

Friends told me "Don't bother taking drugs or cosmetics with you". They were right about the cosmetics. Pretty pink boxes of Elizabeth Arden preparations are a familiar sight in the shops. But I would strongly advise you to take a few standard remedies for any slight ailment you are subject to. This was brought home to me on the boat going over. Hurrying excitedly about the ship, which was a small freighter, I managed to catch my heel and fall from one deck to the other, straining my back. On top of this I developed a bad cold.

I requested medical attention and the young purser appeared in my cabin with a large bottle of white pills in one hand and a bottle of oily liquid in the other. When I inquired suspiciously what they were he said: "The liquid is to rub your back." (It was mineral oil.) "The pills are sulpha and will clear up your cold. They're really for horses. A vet gave them to me, but they fix the men up."

I politely declined his ministrations and left the healing process to old Mother Nature, but how I wished I had taken some Frosst 222's along!

For long train or plane trips a few mild sleeping pills are worth their weight in gold.

One can never really enter into the spirit of a country and understand it

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JEAN BANNERMAN *spent several months in Europe last summer. She is the wife of Glen Bannerman, Director of Exhibitions, Dept. of Trade and Commerce. They reside in Ottawa.*

unless one speaks the language. Since this is usually not possible, it is an excellent idea to learn at least a few greetings and everyday phrases used in travelling. It doesn't take much time or effort and it's worth it.

Taking time to write the people you know in the places you plan to visit will pay big dividends in enjoyment and knowledge of the country. Letters of introduction from friends are also very helpful. This was vividly illustrated to me in Brussels, a city in which I was very much disappointed on seeing at first sight alone. Later, when I returned with my husband, I was charmed by the city. We were so royally entertained there by the Ambassador that we missed our plane, and our friends had to drive us to Paris.

One of the nicest things about a trip of this kind is the delightful and interesting friends you make—all of which contributes to that international understanding which is a powerful factor in the peace of the world.

Bon voyage!

Distaff:

Trade Aide

Mrs. Kay Nairn of Toronto (Publicity Director of Canadian Red Cross) has been appointed to the Advisory, Publicity and Advertising Committee of the Dollar-Sterling Board, to represent the press women of Canada. (Dollars, Pounds and Women, SN, Feb. 14.)

—CP

GETTING *pointer from Consul father is 17-year Dinorah Estrella.*

■ Few charming young girls get a chance to take over a consular office. **Dinorah Estrella** is one of the few. This dark-eyed young lady is the third youngest of five daughters of Dr. Edouardo Estrella, Consul-General of the Dominican Republic. Dr. Estrella is on sick leave of absence. Dinorah takes over the Montreal consular office in the afternoons; mornings she attends secretarial school. Once before Dinorah had to take over for her father and acquitted herself like a real diplomat.

■ Two Saskatchewan girls are drama conscious. **Frances Hyland** of Regina, on scholarship at the Royal Academy of Dramatic Art in London, England, has been chosen to appear in the school's final production. Across the line, attending university in Utah, **Donnene Merrill** of Lethbridge, has won praise for her role in the University's stage production.

■ A "debbie" skater is still Senior ladies' skating champion of Canada. Blonde 19-year-old **Suzanne Morrow** of Toronto successfully defended her title at St. Catharines, Ont. Junior champ is from Toronto, too—**Barbara Gratton.**

■ She's only 16 but she's won $500. **Norah McFarlane** is the young Ottawa miss who wrote a short story, entered it in international contest conducted by *Seventeen* and won the prize. She's going to use the money for a journalism course.

■ Canadian hats have made the Associated Screen News. A short film, now being released, features the story of **Claire Robert,** hat designer in Quebec City.

■ Manitoba-born **Helen Baxter** of Fredericton has chalked up another "first" for the women. She is NB's first woman professional engineer.

■ And still another "first". This time a first book. Author is **Dr. Madeleine Blanche Ellis** of Vancouver and the book is "*La Nouvelle Heloise*" (a synthesis of Rousseau's Thought).

■ A woman invades what has always been considered man's stronghold! **Miss Florence Greene** of Montreal, University of Toronto graduate, is the first woman secretarial member of the National Council of the YMCA; she holds the position of Co-ordinator of Women's Work and Metropolitan Public Relations Secretary at the Central YMCA.

To soothe away

the trifles

that seem so tragic

Those dismaying lines
at the lips,
the eyes,
the forehead...
so innocent at first,
so tragically
tell-tale if neglected.

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A rich, luxurious blend that soothes, softens... and erases dismaying lines with incredible effect.
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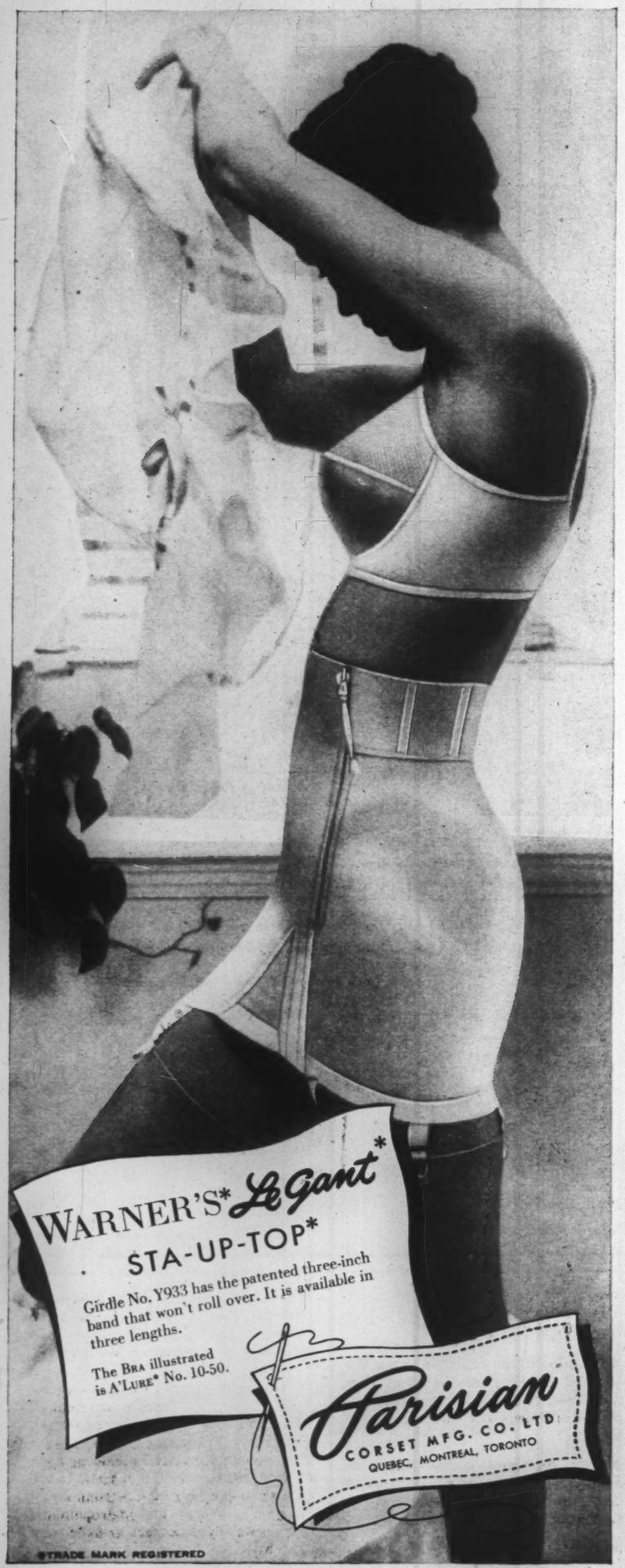
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Girdle No. Y933 has the patented three-inch band that won't roll over. It is available in three lengths.
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BC Craft:

Wool in Square Holes

by Helen E. Britton

WHEN HER DOCTOR ordered Mrs. Rorke to "cut out the petit-point" because the fine work was ruining her eye-sight, the sequel might have been merely another instance of a cherished hobby becoming a "has been".

Instead, Muriel Douglas Rorke of Vancouver refused to give up her hobby. She adapted it to her eyesight and, by so doing, invented a new needlecraft that is ousting the ancient art of knitting in many homes in British Columbia.

It may revolutionize craft work for women all over the world.

Mrs. Rorke is a charming middle-aged woman, dark eyed, dark haired, and just a little bewildered by the stir her new craft has created in Vancouver and is now creating throughout British Columbia. Her daughter Linda Lee is five years old, and eager to demonstrate how easy is the craft to which her mother has given her name.

Mrs. Rorke claims that it is much easier to learn her needle-weaving than to learn to knit.

Ordinary knitting wool is woven into a background of firm curtain net with a blunt tapestry needle. The net is square-holed of six, eight, or ten squares to the inch. Round-meshed net does not hold its shape. In making a garment a dress pattern is used to cut out this foundation net and then the chosen pattern is woven in wool or silk. After the newly woven material has been blocked by wetting it will not ravel. It can be cut like cloth to form pleats and tucks.

Plastic Base

A plastic foundation, which is sold in hardware stores as a glass substitute much used for glazing chicken houses, can be used in place of curtain net to make berets, hats, handbags, slippers and bridge-table covers. With plastic a darning needle is used.

The grade of wool employed depends on the article being made; rug wool for rugs and bathroom mats, double strands of ordinary knitting wool for heavy work, a good three or four-ply wool for finer work. The range of garments and accessories which can be woven is large and includes all clothing that can be knitted except socks and gloves.

Tweed-like coats, hard-wearing dresses, downy bedjackets, smart hats,

Brain-Teaser:

"A Tangled Web We Weave"

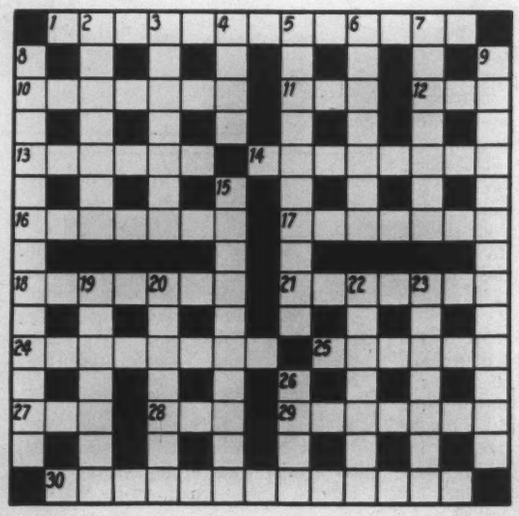
by Louis and Dorothy Crerar

ACROSS

1. Body Sing Sing should certainly have. (6, 7)
10. Fido found out in a lie by Beethoven. (7)
11. Peer at this, if you can find time. (3)
12. Morse's dashing companion. (3)
13. Metal-ic. (6)
14. Canadian ship that appears to have taken many ports. (8)
16. Upset in a tug by a British Island. (7)
17. Made through the nose during inflation. (7)
18. Dave took the cat in and left it. (7)
21. Collectors want it first. (7)
24. It's all about you but you never see it. (8)
25. Like a copper on a trail. (6)
27. She's Stowed away in heaven. (3)
28. The lyrical Gershwin. (3)
29. Clerking without a ruler, needs a sort of 11 to make it less confusing. (7)
30. They're not hard under the head, by the way. (4, 9)

DOWN

2. Refuge where you think of your skin first. (7)
3. Nip back to it at the bakers. (7)
4. The game is up! There's your cue. (4)
5. One is, as it were, who has an excess of something to sit on. (10)
6. My rage I diffuse in word painting. (7)
7. Result of "a frog he would a-wooing go"? (7)
8. A flower adds color to a negro. (7, 6)
9. Train eaters to anticipate this. (1, 5, 2, 3)
15. It's nonsense, of course, but the chopped up shad appears to have less hair on top. (10)
19. It's sure a windy place with a Marx brother around. (7)
20. One is probably glad to just sit around after the journey— (7)
22. or, rather than that, sit with the dean. (7)
23. If crossed out thus, stet it. (2, 5)
26. Cure for a pale color. (4)



Solution to Last Week's Puzzle

ACROSS

1. Valentines
7. See 4
9. Manitoba
10. Otters
11. Anathema
12. Crabbe
13. Isle
15. Ready
17. Eats
18. Unit
20. Spies
22. Sock
23. Farina
25. Open arms
27. Bolero
28. Ordinary
29. See 4
30. Everything

DOWN

2. Again
3. Epistle
4. 7 across, 29. 24. Two hearts that beat as one.
5. Niagara
6. Stoic
7. Titrate
8. Acrobatic
14. Singapore
16. Yesterday
19. Trident
21. Iron ore
22. Staunch
24. See 4 26. Moron (M)

Heinz 57 Sauce
adds flavour to every dish it touches 57

NEW
MONT ROSA
EVERBEARING RUNNERLESS
DWARF BUSH
STRAWBERRY
Fruits from seed the first year: easily grown. Bush form, about one foot high. No runners. Hardy perennial. Bears abundantly from early summer till killing frost. Has an intense luscious flavor and aroma like that of wild strawberry; rich and juicy. Neat compact bushy growth makes it highly ornamental as well as valuable in vegetable, fruit or flower garden, borders etc. A showy pot plant too. Though smaller than commercial strawberries Mont Rosa is the largest fruiting of any variety we know from seed, surpassing the popular solemacher and similar types. Its unique bush form and exquisite flavor place it in a class by itself for every home garden. Seed supply is limited. Order early. (Pkt. 25c) (3 pkts. 50c) postpaid.
FREE OUR BIG 1950 SEED AND NURSERY BOOK
DOMINION SEED HOUSE
GEORGETOWN, ONT

TURCO-PERSIAN
RUG RENOVATING CO.
ORIENTAL DOMESTIC RUGS
Cleaned - Mothproofed
Expertly Rewoven
USED RUGS BOUGHT CASH OR CONSIGNMENT
166 DUCHESS ST.
TORONTO
EL. 7592 - EL. 7070

Oriental Cream
GOURAUD
gives a touch of satisfaction. Recaptures that soft, tender skin of youth.

bathing suits, scarves, ties, mittens, and sweaters can all be needle-woven. Like all garments made by this new method, they hold their shape, don't shrink or stretch and do not chafe the skin.

If you asked Mrs. Rorke to compare her products with knitted garments she would say, "As compared with knitting my needle-weaving takes only one-half the amount of wool, and a garment can be made in one-third the time." These needle-woven garments appear to be more durable than if knitted and they need not be ironed after washing.

In fact they have the qualities of good knitted or loom-woven woollens with added qualities inherent in the new craft.

Mrs. Rorke has always been a needlework enthusiast. Before going to Vancouver she passed much of her leisure time in Vermont and at Owen Sound, Ont., practicing the intricate stitches she had learned as a girl in a Montreal convent.

The Rorkes decided to open a small store to sell wools, patterns and other materials. The first public demonstration was held in the Sun Building, Vancouver, on March 16, last year. It caused quite a stir. Department stores were besieged with requests for curtain net and, being unable to meet the demand, they sent rush orders to the East. Textile men went West to size up the situation.

—Vancouver Sun

"IT'S EASY," *says Linda Lee Rorke.*

A new craft had arrived; a craft which makes cuttable material without a loom, a needle the only tool.

Already the BC Provincial Government is interested in sponsoring the new craft. It is being used effectively in occupational therapy. The University of British Columbia plans to include a course of instruction in the Linda Lee Needle-Weaving amongst its handicraft courses.

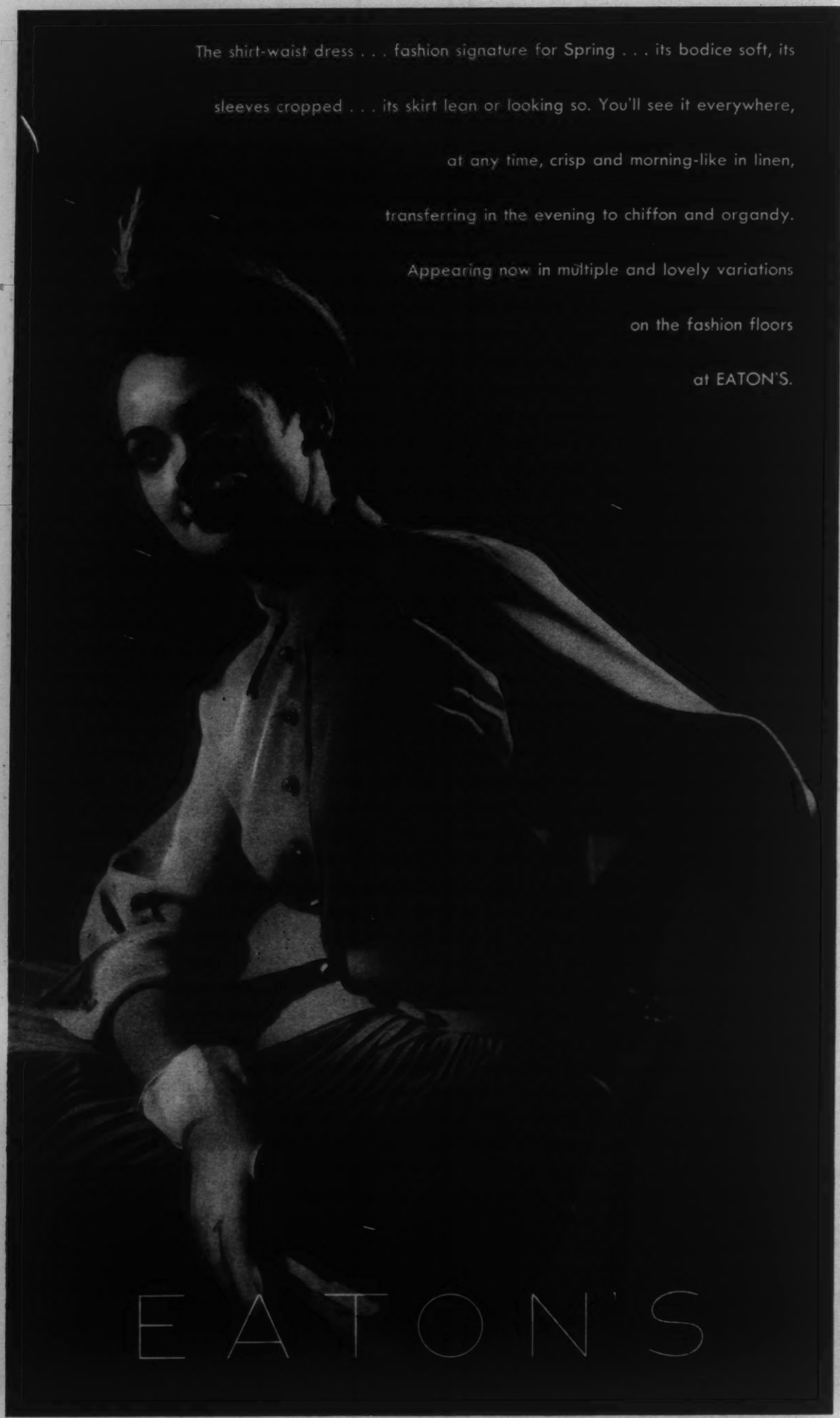
There will be a new interest in many British Columbia homes this winter, for women are forming clubs and Mrs. Rorke has many requests for her personal attendance at meetings. Rural clubs may be the basis upon which a new folk-craft will be built.

It may well be that Mrs. Rorke has started something of wide importance, a craft which will have universal appeal.

● *The very fine and elaborate silver tea caddy shown above is one of a set of three made by Daniel Smith and Robert Sharp of London in 1768, at the height of English rococo. This style was popular in England for only about ten years. Photo courtesy of Royal Ontario Museum.*
"SALADA" TEA

Send a "Welcome" Food Parcel to Britain
MAKE THEIRS A HAPPIER EASTER
All parcels insured—Delivery Guaranteed
Price covers everything, including Postage.
"Welcome" Service saves you money, and trouble. Select any parcel from our list, in complete assurance that your parcel will be a "top-value" gift of good Canadian meats and groceries. It will arrive by Registered Mail, and delivery is guaranteed. We invite close comparison with *any other parcels* offered, as to selection, value, price, and actual weight of food included. Parcels are still sorely needed in Britain—Write us TODAY.
Write for Free Bulletin No. 53B, showing Parcels from $5.00 up or telephone
ELgin 5491
WELCOME FOOD PARCELS
Empire Building — — Toronto 1

BERMUDA is
DEEPDENE MANOR
Enjoy the spacious luxury, comfort and congeniality of the most exquisite waterfront estate in Bermuda.
WRITE FOR COMPLETE LITERATURE
DEEPDENE MANOR
CABLES—DEEPDENE BERMUDA SMITH'S PARISH, BERMUDA


The shirt-waist dress . . . fashion signature for Spring . . . its bodice soft, its
sleeves cropped . . . its skirt lean or looking so. You'll see it everywhere,
at any time, crisp and morning-like in linen,
transferring in the evening to chiffon and organdy.
Appearing now in multiple and lovely variations
on the fashion floors
at EATON'S.
EATON'S

Food:

Ground Round

THERE comes a time in every woman's life when ideas for the main course fail to materialize and minced beef is inevitable.

Beef in this particular form has a lot of credits on its side. Shrinkage and loss of weight due to bone, fat and gristle are negligible compared to other cuts. It is convenient to store in the freezing compartment. Here is a recipe for beef patties which at the present time seems to please us.

Broiled Beef Patties

Melt 2 tbsp. butter in a skillet and add 2 tbsp. grated onion. Grate this on the medium sized grater over wax paper. (If you hold the onion in a piece of wax paper you will avoid oniony hands.) Cook the onion in butter until soft. Then add—

¾ cup soft bread crumbs
1 tsp. sage
½ tsp. salt
pepper
1 tbsp. chopped pimiento (optional)
1 tbsp. chopped parsley
1¼ lbs. minced beef
1 large egg, well beaten

Combine thoroughly. Shape into 6 patties and place on broiler rack. Brush lightly with fat and broil 5 minutes on each side. This produces a slightly rare hamburger and very juicy. If you prefer your beef well done allow 7-8 minutes per side. Delicious served with mashed potatoes, buttered wax beans and any desired garnish.

Another minced beef possibility is Dutch Meat Pie. It's a fine dish to whip up when you have neglected to remove the beef from the freezing compartment in time to allow it to thaw completely. Legion are the devices used to overcome this situation, *e.g.* . . . meat cleaver, axe, double boiler, oven, etc. Providing the outside edges of the meat yield slightly this dish can be prepared while the meat is still *en bloc*.

Dutch Meat Pie

Heat 2 tbsp. fat in skillet and add 1 lb. minced beef. Stir with a fork until lightly browned. Add 2 medium sized onions diced and cook slowly covered for 15 minutes, or until the onions are tender, stirring frequently. Add—

1 tin condensed vegetable soup
½ tin water
1 bouillon cube
Seasonings to taste

Let this mixture simmer while rolling out pastry made from ½ package of prepared pie crust mix. Place meat mixture in casserole or 4 individual ramekin dishes and cover with pastry, cutting slits for vents to allow steam to escape. Bake in oven 475 degrees F for 15-20 minutes, or until pastry is browned. We like it served with mashed turnips and hot pickled beets.

■ Thyme, if you want to pun, requires time in cooking to release the flavor. Long slow cooking in casserole dishes, pot roasts, does the trick. Flavor of this herb combines admirably with beef, lamb, tomato, and spaghetti sauces. For a starter use ¼ teaspoon to season a dish for six people.

the lighter side

Private World

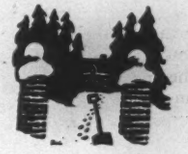
by Mary Lowrey Ross

MISS QUIBELL ate dinner at the corner restaurant and then went back to her room. The other girls in the office had eaten downtown together, an arrangement which had not included her. Miss Quibell didn't mind. As she sometimes said, she had learned to enjoy her own companionship.

Back in her room she washed her stockings, arranged her hair in pincurls and went to bed with a copy of the evening paper. She glanced over the front page and Women's Section and then settled down to Classified Advertisements.

Presently she picked up the telephone and dialled a number. A woman's voice answered and Miss Quibell asked, "Were you offering a two-toned broadloom rug for sale?"

"That's right," the woman's voice said. "It's 12 feet by 14 and in lovely condition."



"I'm afraid that would be too small," Miss Quibell said regretfully. "Unfortunately my living-room is 18 by 20."

"It's a real bargain," the owner urged. "I wouldn't be selling only we're moving to California."

"California!" Miss Quibell said, "How I envy you!"

The call became a conversation which lasted ten minutes. In the end Miss Quibell took the owner's address and promised to call the next day at eleven to see the rug.

SHE RETURNED to the Classified Advertisements — radios, refrigerators, heaters, wardrobe trunks . . . She had once held a fascinating conversation on foreign travel with the owner of a steamer trunk, and once after a discussion on dog-breeding, had pledged herself to a litter of springer spaniels, though naturally nothing had come of it . . .She now turned to another column and began to dial again.

The owner of the upper duplex promised oil heating, continuous hot water and a view-window looking out on a good residential district, all for $175 a month. It was of course unfurnished.

"Of course," Miss Quibell said, "I prefer it unfurnished. As it happens I have some lovely old pieces."

"Then you'll love this apartment," the owner said, enthusiastically. "It's compact yet it's really spacious."

"I would be out of town a good deal," Miss Quibell said, "New York, Chicago, the West Coast. And I'd so like to think my things were in safe keeping."

"My dear, you'll adore this place!" the owner cried, "and I think you're the very person for it." And after a little more pleasant conversation Miss Quibell took the address and promised to call at eleven next morning and look over the apartment.

She lay back then and picked up a lending library book. But presently she put it down. There was, after all, no frigate like a telephone, carrying her as it did into any port that signalled from the Classified Ads. The calls to be sure were short, but the contacts were delightful.

AT THE AGE of 35 Miss Quibell had discovered a prestige and a social art she had never dreamed of possessing. She had learned how to speak over the telephone with the voice of worldliness and affluence and owners found her irresistible. They urged her to come and see their antique silver, their grand pianos, their genuine reproductions, as good as new. She had never had so many doors flung open to her in her life.

She glanced now over the Personal Column, usually an unproductive field. Presently however her eye caught an item, "Gentleman and wife motoring to Florida, early March." She dialled the number and a man's voice answered. "I believe you advertised a trip to Florida early in March," Miss Quibell said.

"That's right, about March 10," the man said.

"It just happens," Miss Quibell said, "that my husband, a banker, has been ordered to Florida by his physician. Unfortunately he has been forbidden to drive the car, and since it is a rather heavy Cadillac I don't feel equal to undertaking the whole trip myself. However I would be quite willing to take my turn at the wheel of your car if necessary. What do you drive?"

"A Dodge," the man said, "and I do the driving myself."

"Of course," Miss Quibell said pleasantly, but she felt a little nettled. "I wonder if you could give me an idea of your plans for overnight accommodation."

"Why we figured at stopping at motels," the voice said.

"Motels," Miss Quibell said musingly. "Well I don't know — we've been accustomed to hotels and I'm not sure—"

There was a pause, then the voice said cynically, "Just who do you think you're kidding?"

Miss Quibell put the receiver back, her cheeks crimson. Then she pushed away the phone. "Gentleman and wife motoring to Florida," she said bitterly, *"Gentleman!"*

Craven 'A'
for extra
pleasure
Craven 'A'
will not affect
the throat
CRAVEN "A"
VIRGINIA CIGARETTES
CRAVEN "A" 20
CRAVEN PLAIN— without cork tips— same fine quality as Craven 'A'.
To me, the world-famous quality of Craven 'A' means an extra-special kind of smoking pleasure—cool to the tongue—kind to the throat—delightful! I choose Craven 'A' simply because they're the most thoroughly enjoyable of all cigarettes—and I've tried them all!
CRAVEN "A" VIRGINIA
THE LARGEST-SELLING CORK TIPPED CIGARETTE IN THE WORLD!

WSA

WESTERN SAVINGS & LOAN ASSOCIATION

HEAD OFFICE WINNIPEG

BRANCH OFFICES

Agency Building, Edmonton, Alta.
221 A-8th Ave., W., Calgary, Alta.
McCallum-Hill Building, Regina, Sask.
401 Avenue Building, Saskatoon, Sask.
1 Royal Bank Building, Brandon, Man.

SATURDAY NIGHT

Business Front

Canada Is Missing Chances To Sell More in the U.S.

Holland, Belgium and Italy Show Sales Initiative That Makes Us Seem Backward

by Raymond L. Hoadley

HOLLAND and Belgium, along with Italy, have been cited by Marshall Aid officials as the three nations doing the best job of increasing their exports to the United States. All three have launched intensive sales campaigns here in recent weeks to help solve their dollar problems by giving American businessmen and consumers the opportunity to become familiar with their products.

These three nations have recognized that any large-scale drive to sell European goods in the States must begin by penetrating beyond the major marketing centres into the thousands of communities in the country that have had little contact with foreign goods in the past. Other trading nations, including France, Norway and Sweden, are talking of joining in the "grass roots" campaign to stimulate interest in European goods.

The Economic Cooperation Administration has heartily endorsed these new export drives. In almost every instance the foreign governments and their businessmen are working in close cooperation with the Chambers of Commerce maintained in the U.S. by their former nationals.

This is what they are doing. In order to stimulate Mid-Western interest in Belgium goods, permanent exhibitions showing the products of 200 Belgian manufacturers will be held in such cities as Chicago, Dallas, Kansas City, and New Orleans. The idea is to change the displays every four months and to follow them up with salesmen who contact their prospects personally. The exhibits include textiles, glassware, furniture, and leather goods.

The plans for Holland's export drive are equally ambitious. Large-scale exhibits of Dutch products in U.S. department stores, and advertising campaigns devoted to the various branches of Netherlands industry soon will be well under way. Regional offices of the Netherlands trade commissioners will be in active operation before spring in New York, Chicago, Los Angeles and Dallas. A department store exhibit will start in April in a major East Coast city followed by others in several principal cities. They will include all of Holland's export products together with extensive displays of famous Dutch paintings.

The Dutch plan to sell in the North American way with respect to packaging, advertising, and merchandising, backed up with sufficient stocks on hand. Chocolates, hams, cheese, jam, glassware, ceramics, linens and characteristically Dutch products will be featured.

Italy is getting off to a somewhat slower start, but began by permitting her exporters to retain 50 per cent of the dollars which their shipments earn. Italy also is appointing four additional commercial attachés in major American markets and plans her first exhibit in the States at New Orleans in the spring.

French export officials, recognizing that their country's merchandise is not so well known throughout the U.S. as it is in the New York area, have held exhibits in six key cities and plan more of them this year. The exhibits already held have been of a general nature, but the French will develop the commercial aspects more fully in future exhibits.

Sweden is building up her staff of commercial counsellors and is planning a series of direct aids to Swedish exporters although, like Great Britain, she plans no use of roving exhibits in the States. Norway has under consideration a permanent sales organization in the U.S.

In Smaller Cities

Trade groups, like the Dutch who have thoroughly investigated the matter, find that there is a considerable demand in the States for imported goods beyond New York, but a lack of distributing facilities is a handicap. Most importers and brokers do not realize sufficiently the importance of distributing their products in other cities. In smaller cities and communities the average person spends more time at home and is more prone to display in his house and offer to his guests products that are different and unusual. South African imported flowers, for example, have created quite a sensation in New York and New Jersey small towns this winter, and have been brought from Capetown by the thousands of boxes.

It is often wondered why Canadian exporters have not emulated the initiative some other countries have taken in developing a market in the U.S. hinterland for more of their products. The Canadian embassy, alive to the situation, has held discussions with purchasing agents of Washington department stores, and it was generally agreed that many sales outlets existed for Canadian items, such as the habitant-carved figures found in Quebec.

J. H. English, commercial counsellor for Canada, reported that in nearly every case the Washington department store people contacted expressed surprise that Canadian firms do not, as a rule, take the initiative and send travelling salesmen to visit them with samples and price lists. Under the circumstances, it is his advice that Canadian firms should give serious consideration to the possibility of sending their own salesmen to contact the larger American department stores periodically in an effort to interest them in handling their products.

Contacting the American hinterland is the new slant a number of great trading nations are adopting as an additional move in the quest for increased dollar earnings.

Encouragement

In spite of the fact that some interests claim foreigners are "dumping" their goods on the American market, the U.S. Government will continue its ECA-inspired policy of encouraging foreign sellers to break into the domestic market.

Washington officialdom believes that Congress will take concrete action to improve and simplify customs. There is a better chance such action will be taken in the next six months than at any time since the outmoded customs legislation was passed. Hence, the desire to have the Treasury draw up the best legislation possible.

The result will probably be that top-level Treasury men will be urged to take a hand in the next round of conferences to make sure the final legislative draft is more in line with prevailing thought in the other Government departments, as well as with the desires of those Canadian and British officials who have been pressing for American customs reform.

Meanwhile, the Customs Bureau has already taken a worth-while step toward easing customs barriers through new procedures on sample analysis. The customs laboratories have been instructed where facilities permit, to grant requests for analysis of pre-shipment samples of new merchandise intended for entry in the States. These tests will provide a basis for advisory opinions by customs collectors and appraisers on classification and value, for duty purposes, of such merchandise.

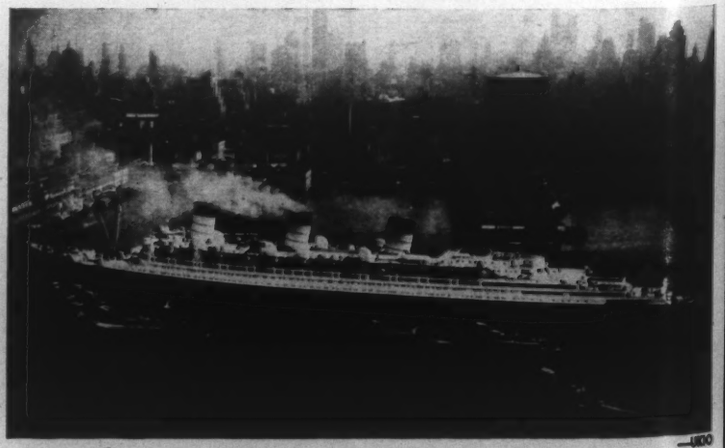
Heretofore, such analysis has been made only of official samples taken from actual importations. Since uncertainty over the landed cost often retards importation, this change in procedure should provide some stimulus to the import drive. However, very much remains to be done in customs reform and the greater part of this reform hinges on adoption by Congress of legislation urged by the State and Treasury Department and business groups.

—SIP

FRENCH *textile designer works on new lines aimed at U.S. Markets.*

The business advisory committee of the Commerce Department is recommending that there be a definite statement of divorcement of customs reform from tariff alterations so that political implications do not snag the customs proposals.

The committee also wants a definite schedule of priorities so that the most important changes can be pressed on Congress first and the less important changes can be taken up as conditions warrant. The changes recommended by this business group are designed to simplify existing customs practices and should result in lessening the expense and delays incurred by foreign traders and the customs officials.



—ABC

THE "QUEENS" *bring Europe's salesmen to U.S.; the freighters Europe's goods.*

Newfoundland:

Island Lifeline

Newfoundland's Railway Has Enabled Development Of a Diversified Economy

by Marjorie F. Campbell

THE NEWFOUNDLAND Railway has played an important part in the development of a diversified economy in the Province. Founded in the 1880's and taken over by the Newfoundland Government in 1923, the railway became part of the Canadian National system when Newfoundland joined Canada.

Beginning in St. John's, the 547 miles of main line and 157 miles of branches serve all of the Island's industries and developed resources. Fishing outports which tap the sea of its wealth; crossroads of air travel at Gander; pulp and paper manufacturing centres at Grand Falls and Corner Brook; and mining and tourist centres, all lie along the course of the narrow gauge tracks. Only by the route of the railway, where it spans the island north of the Avalon Peninsula, is the interior completely passable.

Railway service into the interior of the island does not cover many population centres, for almost 90 per cent of Newfoundland's 320,000 people live in the coastal area. Settlement is spread over some 1,300 outports which vary in size from two or three houses to two or three hundred. This is the result of the early dependence of the island on the fisheries.

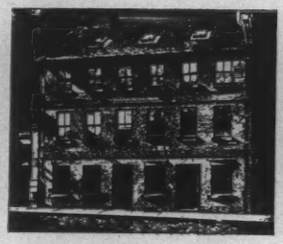
Close to the Sea

Close to the waters they fished, families built their homes and raised "rooms" or fishing premises which consisted of landing platforms clinging like shelves to the bare rock. Since space along the shore was limited by its rugged nature, and it was impractical to spread inland, latecomers moved to the next cove and founded a new community.

The fact that one-third of Newfoundland's fisheries output now consists of frozen packaged fillets, largely sold to the United States, Great Britain, and the rest of Canada, a branch of the industry non-existent a decade ago, is proof of the revolution brought about by refrigerating and fast-freezing methods, ashore and afloat.

"A short feast and a long famine," the Newfoundlander's saying applying to the annual catch and its sale, has its application, too, to the over-all picture of the industry. During and following World War I, fish prices boomed. In the ensuing depression they sank as low as three dollars a quintal (112 lbs.) for cod, caught and cured. In World War II they rose to 15 dollars a quintal.

Today, however, thanks to the Newfoundland Railway, the island's economy is no longer geared to a single product. Although 28 per cent of her people are still engaged in some branch of the fisheries, seven per cent are em-



In this quaint old building in Bedford Row, Halifax, The Royal Bank of Canada had its modest beginning in 1869.

From a single branch in Halifax to...

Canada's Largest

In the short span of a single lifetime, The Royal Bank of Canada has grown from a small local bank in Halifax to become Canada's largest bank and one of the first thirteen banks in the world.

The Royal Bank's 1949 Financial Statement discloses that assets have reached $2,334,985,354. This is the highest point in Canadian banking history. Total deposits have also reached a point never before attained by a bank in Canada—actually well over the $2 billion mark—striking indication of public confidence in the institution. Branches, serving large and small communities in all ten provinces and in many countries abroad, now total over 730. This places The Royal Bank of Canada in the forefront of all Canadian financial institutions.

The Royal Bank is proud to have shared in Canada's steady march forward to her present place in the family of nations. The 11,000 people who serve you at branches in Canada and abroad are well equipped and ready to meet the challenge of the years that lie ahead.

THE ROYAL BANK OF CANADA

Canada's Largest Bank

Assets exceed $2,334,000,000 • Over 730 Branches in Canada and abroad

A view of The Royal Bank of Canada building in the heart of Montreal's financial district. Taken from Mount Royal.

Certificate of Registry No. C 1197 has been issued authorizing Union Reinsurance Company of Zurich, Switzerland, to transact in Canada the business of Fire Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Impact by Vehicles Insurance, Limited Hail Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

Certificate of Registry No. C 1199 has been issued authorizing Baltica Insurance Company Limited of Copenhagen, Denmark, to transact in Canada the business of Fire Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Impact by Vehicles Insurance, Limited Hail Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

JAPAN THREAT TO WESTERN EXPORT MARKETS

Again, tinsel-made, low-priced goods produced by cheap labor are flooding world markets. Aided by the American occupation policy, which aims to make Japan self-supporting as fast as possible, the unfair competition from this source is thwarting the British, European and Western World's efforts to improve international trade relations. Next Week in SATURDAY NIGHT.

Pilot Insurance Company

(Incorporated under the laws of the Province of Ontario)

BALANCE SHEET
December 31, 1949

ASSETS		LIABILITIES	
Bonds and Debentures at amortized Book Value	$1,979,409.78	Provision for unpaid claims	$ 451,435.05
Cash on hand and in bank	149,384.84	Reserve for unearned Premiums at 80%	848,999.55
Agents' Balances and Premiums Uncollected (net)	241,287.34	Expenses due and accrued	7,441.75
Interest due and accrued	12,137.57	Reserve for Taxes	51,378.23
Due from Reinsurance Companies	236.20	Agents' Credit Balances (net)	539.82
Employees' Balances Receivable	5,008.94	Reinsurance Premiums due and Unpaid	7,929.48
Cash Surrender Value of Endowment Policy	27,850.00	Reserve for Depreciation of Securities	35,000.00
Refundable Portion of Excess Profits Tax	1,301.19		$1,402,723.88
		Capital Stock— Authorized 15,000 shares of $20.00 par value. Issued and paid up 10,225 shares $204,500.00	
		Surplus	809,391.98
			1,013,891.98
	$2,416,615.86		$2,416,615.86

NORMAN G. DUFFETT,
Vice-President and General Manager

H. E. WITTICK,
Secretary

To the Shareholders,
Pilot Insurance company, Toronto.

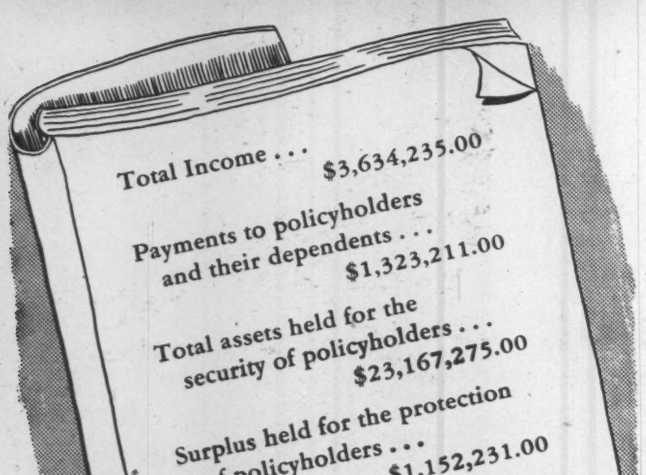
We have audited the accounts of your Company for the year ending December 31st, 1949, and certify that our requirements as Auditors have been complied with.

The annexed Balance Sheet is, in our opinion, properly drawn up so as to exhibit a true and correct view of the state of your Company's affairs at December 31st, 1949, and as shown by its books.

EDWARDS, MORGAN & CO.,
Chartered Accountants.

January 23, 1950

OUR 51st ANNUAL REPORT RECORDS A SUCCESSFUL YEAR


Total Income . . . $3,634,235.00
Payments to policyholders and their dependents . . . $1,323,211.00
Total assets held for the security of policyholders . . . $23,167,275.00
Surplus held for the protection of policyholders . . . $1,152,231.00
Insurance in force . . . $118,963,666.00

The National Life Assurance Company of Canada

Home Office Toronto

Established 1897

Hardy Plants
For
Canadian Homes

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NORANDA MINES, LIMITED

DIVIDEND NOTICE

NOTICE is hereby given that an interim Dividend of One Dollar ($1.00) per share, Canadian funds, has been declared by the Directors of Noranda Mines, Limited payable March 15th, to shareholders of record at the close of business February 15, 1950.

By Order of the Board.

J. R. BRADFIELD,
Secretary.

Toronto, Ontario
February 9, 1950.

ployed in forestry and three per cent in mining. Moreover, while exports of fish accounted for about 51 per cent of total exports in the year 1926-27, 1946-47 saw this reduced to 43 per cent, and 1947-48 to 36 per cent. Allowing for slight fluctuations in the annual catch, these figures still show significantly the rising importance of the pulp and paper industry and the country's largely-undeveloped mineral resources.

The Newfoundland Railway had been completed nearly ten years when English interests, about 1907, seeking a site for a pulp and paper mill, chose Grand Falls. This site is on the railway and is well inland; yet, because of the deeply indented coastline, it is

—Miller

NEWSPRINT *produced by A.N.D. Company being loaded at St. John's.*

within ten miles of salt water and a shipping terminal.

Here today stands the papermill of the Anglo-Newfoundland Developing Company, which, with its sister mill at Bishop's Falls, draws pulp from some 7,500 square miles of forested holdings to supply the *New York Times*, the *Washington Times-Herald*, the Buenos Aires' *La Prensa*, with newsprint.

Even larger is the huge English Bowaters plant about which has developed the busy modern city of Corner Brook on the west coast. Drawing on 11,000 square miles of wooded preserves, Bowaters is the largest single newsprint mill in the world. Among other papers, it supplies the *London Times*, the *Daily Mail* and the *Mirror*. Altogether the pulp and paper industry employs some 14,000 men, with an annual payroll for Bowaters alone of close to $14,000,000.

In addition to the A.N.D. Co. and Bowaters, Buchan's, in the interior, is a development which would have been impossible without the railway. Buchan's is a mine, producing a complex ore from which, by flotation, lead, zinc, and copper concentrates are separated for shipping. Newfoundland has also fluorspar mines at St. Lawrence, asbestos at Port-au-Port, limestone quarries at Aguathuna, and the largest iron ore mine in the world on Bell Island. This mine, Wabana, has an annual output which runs as high as 1,500,000 tons.

business angle

Canada Strikes Oil in U.S.

IT S TRUE that a great deal of the development of Alberta's oil fields is being done by American rather than Canadian capital. More than many up-and-coming Canadians like. But the same thing in reverse is happening south of the border. Last week I was one of a group of Canadian financial editors taken by the British American Oil Co. Ltd. (Canadian owned, head office in Toronto) to look at its oil production in the United States, and it was a very impressive sight.

In the states of Oklahoma and Wyoming we saw oil holdings which, from small beginnings, have grown through able operation and reinvestment of earnings to be worth many millions of dollars today, and the company similarly operates, in many cases in a big way, in the states of Texas, California, New Mexico, Arkansas, Louisiana, Kansas, Illinois and Montana. From about 500 producing wells in the ten states it gets about 12,000 barrels of oil a day, and could get more were it not for present restriction measures. Known reserves at the present time total over 100,000,000 barrels and 436,664 acres are now under lease for exploration.

Operations in the U.S. are carried on by two wholly-owned subsidiaries, the British American Oil Producing Co. and the Toronto Pipe Line Co.; in the ten years 1939-49 these companies have turned in a total net profit of $19,-156,539. But the benefit in terms of U.S. dollars is much greater than this, as evidenced by the fact that in this ten-year period BA's U.S. production has totalled 42,-558,449 barrels.

BA's British American Oil Producing Co., with headquarters at Tulsa, Oklahoma, is getting to be a sizable concern. Though it isn't one of the group of big fellows, it now ranks well up (about seventh) among the so-called independents. It has built up a particularly fine staff of technical men, whose training and experience are now proving of enormous value in the development of BA's holdings in Alberta.

Well Under Legislature

Tulsa, the oil capital of North America, is a very attractive city of about 175,000 population. Evidence of the wealth that has come from oil is the city's unusually large proportion of luxurious homes. Oklahoma City, the capital of the state of that name, has about 275,000 inhabitants, is similarly prosperous and appealing, and differs from Tulsa only in one striking respect, that it is full of oil wells. There seems to be an oil well in each city block and in some areas they are thicker than that. However, the wells and their derricks do not destroy the city's physical attractiveness; in general they are less obtrusive than might be supposed, except perhaps in one place, the approach to the state legislature.

This, I was told, had consisted of a sunken garden with a roadway on either side. The state government sold the sunken garden to British American Oil for drilling purposes and four wells were sunk and produced oil. The derrick of one of these is only thirty yards or so from the front of the legislature building, and the well was sunk on an angle to lift oil from under the legislature itself; in fact, the pool is said to be directly under the speaker's chair. On both flanks of this once (but definitely no longer) noble avenue are many exceptionally fine homes, and oil company executives lament the stubbornness of their owners who refuse to permit drilling for oil in their backyards.

British American brought in the discovery well in the Oklahoma City field in November 1935 and now owns 63 producing wells there, though this number represents only 12 per cent of the wells in the area. One of BA's wells there has produced no less than 2,114,231 barrels of oil, worth at present prices $5,539,285.

From Oklahoma City I and my companions were taken to Wyoming, flying over wheat lands and cattle ranches and eroded wastelands into the foothills of the Rockies. In Wyoming BA is active in two oil fields, Pilot Butte and Steamboat Butte. The latter is on an Indian reservation, and BA pays royalties to the Shoshones and Arapahoes, who have done very well out of it but appear to behave in more orderly fashion than some other Indian oil beneficiaries. This field alone is estimated to have oil reserves of about 65,000,000 barrels; BA has taken out 8,000,000 barrels so far. We didn't see Pilot Butte, which is smaller, but south and north we had been given an impressive glimpse of the importance of BA's operations in the United States, earnings from which in 1948 (before severe restriction of output) amounted to nearly $7,500,000.

by
P. M. Richards

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1949—OUTSTANDING YEAR FOR DOMINION LIFE

DURING THE YEAR 1949
THE ASSETS SHOWED
a $6,352,753 INCREASE
AND NOW TOTAL $91,213,801
BUSINESS IN FORCE SHOWED
a $33,214,140 INCREASE
AND NOW TOTALS $404,496,481
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$4,715,000
OF WHICH 61.5% WAS PAID TO LIVING POLICY OWNERS
NEW BUSINESS PAID FOR, INCREASED AND REVIVED, AMOUNTED TO $60,419,550

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1889—61 Years of Service—1950

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MANAGEMENT CONSULTANTS

IS VAUDEVILLE STAGING A COME-BACK?

Eric Christmas who hails from London, England, says it is. For proof he points to the Bob Hope show which played to record audiences in Toronto's Maple Leaf Gardens. He cites the welcome George Formby's tour received—the occasional vaudeville acts at Loew's Uptown Theatre. Eric Christmas himself directed and played the lead in the pantomime Mother Goose, which did a two-week run in Toronto's Royal Alex. Next week in SATURDAY NIGHT'S THEATRE column.

U.S. business

Aircraft:

BACK TO SCHOOL

THE MOST POWERFUL jet aircraft engine in production in the United States has been licensed for use in commercial jet transport planes by the Civil Aeronautics Administration. The engine, the J-47, is being built in large numbers to power the F-36 fighters and the B-47 bombers of the Air Force, both of which are said to be the world's fastest standard combat aircraft of their type.

Certification of this jet engine by the CAA clears the way for installing it on jet transport planes manufactured in the United States as soon as any such planes get beyond the drawing board stage. None is even near production yet and there has been growing concern in the air transport industry and in Congressional circles during the last year over the lack of jet transport projects when Canada and Great Britain have such planes already flying.

The J-47 was certified only after exhaustive tests at the jet laboratories of General Electric. It is the first axial-flow jet engine to be approved by the CAA for commercial use. In anticipation of the many new problems which certification of jet planes will present, engineers from the CAA have gone to England to attend the British Empire Jet School.

U.K. business

Policy:

EXPORTS AND ECONOMY

STERLING area oil production has been sharply increased. The higher production makes possible a $50 million cut in oil imports from dollar countries, and London expects that dollar oil imports can be eliminated entirely before long.

This has given rise to another business dispute between Britain and some interests in dollar countries, in this case, in the United States particularly. It was expected that U.S. oil interests would react sharply to sterling area cuts in dollar oil imports, particularly in view of the development of a buyers' market in the U.S. But what was not expected was the apparent support of the U.S. oil men's objections by the American Government.

The Secretary of State's admission that "the United States Government views . . . with serious concern the British action of reducing dollar oil imports into the sterling area" has provoked a great deal of concern in Britain.

The intrusion of a major dispute on dollar oil at this time is unfortunate from the British point of view. The country can ill afford to have her chances of Marshall aid for 1950-51 jeopardized by resentment of her trading policy. Congress has become less amenable on the question of Marshall aid, and would consequently be more susceptible to domestic producers' suggestions that purchase of dollar oil be

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SPUN ROCK WOOL INSULATION HEAT COLD SOUND

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a condition of further ERP appropriations.

There would be a precedent for the oil men's action. The recent assurance of a generous percentage, for dollar country suppliers, of the British sugar market in spite of the fact that sterling area suppliers could meet the demand, suggests that the U.K. Government is amenable to pressure from U.S. interests.

If this is to be the case with every commodity, then Food Minister Strachey's boast that Britain is becoming progressively less dependent on dollar country suppliers, is a pretty idle one. It profits little, for instance, if the British save dollars by getting their eggs from Denmark instead of Canada, and then have dollar earnings reduced through a resentment-born Canadian contraction of imports from the U.K. Yet frequently Britain's efforts to economize on dollar purchases meet this kind of reaction in both Canada and the United States.

If North Americans oppose dollar economies on the ground that they restrict trade (which is true, and regrettable) then increased purchases by dollar countries from the sterling and other areas is the only possible way healthy world trading conditions can be reestablished.

On the whole there is good will in North America towards the ERP countries' efforts to sell more in dollar markets (see page 31), but there is a troublesome question: Is goodwill enough in the face of under employment and falling incomes in the countries where they are trying to sell?

—Capital Press

PM ST. LAURENT: *called for lowering of U.S. tariffs, in his NY speech.*

Canadian business

THE ECONOMY

BUSINESS activity across Canada appears to be holding up well considering the depressive influences of loss of export sales to soft-currency countries. Department store sales, after an earlier decline, have again shown increases over a year ago in every province except British Columbia, where weather conditions have hurt trade. Local unemployment has increased further, but a large part of this is seasonal and will be relieved by the arrival of spring. The high activity in Alberta's oil fields has done much to sustain and enlarge purchasing power on the prairies. Exports to the United States are holding at an above-average level and prospects are brightened by the rise in business confidence in that country.

On the adverse side are further losses in export business other than to the U.S.; our sales to South America are declining in competition with the devaluation-lowered prices of British and European suppliers, and Britain seems likely to take less flour and metals (lead, zinc, copper) from us this year than we had hoped. Last week Sir Stafford Cripps reiterated that to retain her British markets, Canada must put dollars in Britain's hands by buying more from her. But even so, Britain would only be able to take something like the pre-war volume of imports from Canada; this could constitute a considerable reduction from the wartime and postwar level.

Trade:

BANK OF CANADA

IN SOME recent years Mr. Graham Towers has included in the Bank of Canada's annual report some pointed comments on Canada's external trade problems. This year's report contains no such comment. The nearest approach to prophecy is the statement that the budgetary surplus for the fiscal year is not likely to be as big as it was for the calendar year 1949, when it totalled $284 millions.

Mr. Towers' estimate of the physical volume of our trade is a useful corrective to the usually-used figures of dollar value. Our exports in 1949 dropped 3 per cent in volume and rose 3 per cent in price, so the year's dollar total is about the same as in 1948. Our imports rose by the same 3 per cent in price and stayed about the same in volume. Since we got more than two-thirds of them from the United States ($1,952 millions out of a total of $2,761 millions) our adverse balance with the U.S. increased—from $248 millions in 1948 to $428 millions in 1949. Imports from the United Kingdom and sterling area were virtually unchanged, at $495 millions, against exports to them of $1,012 millions. Just half our exports went to the U.S.

Investment in Canada Savings Bonds through the Payroll Savings plan increased 20 per cent in 1949 over the 1948 record.

Domestic consumption was up 4 per cent in price and 2 per cent in volume. Capital investment by private industry rose 9 per cent and government expenditures also by 9 per cent, compared with the previous year. Physical output of all goods and services is estimated at 3 per cent higher than 1948, industry up by 2 per cent, agricultural production down by 9 per cent and service industries sharply up.

■ New President of Sun Life Assurance Company of Canada is George W. Bourke, a Westport, Ont., boy and graduate of McGill University. He worked his way up through the actuarial department.

■ Premiums written by Pilot Insurance Company in 1949 were $1,773,602, compared with $1,549,282 in 1948. Assets of the Company total $2,416,615.

A Sound and Profitable Business

The "Thomson Group" of daily newspapers covers such important centers as Galt, Guelph, Sarnia, Woodstock, Chatham, Welland, Port Colborne, Timmins, and Kirkland Lake in Ontario, as well as Moose Jaw, Saskatchewan, and Quebec City.

The Thomson Company Limited owns, operates and makes available to this group of outstanding daily newspapers the advantages of centralized business control and national advertising contacts, while maintaining the local characteristics of the publications. We offer as principals—

The Thomson Company Limited
First Mortgage Sinking Fund 4% Bonds
Denominations: $500 and $1,000
Price: 100 and interest to yield 4%

Earnings available for bond interest in the first six months of 1949 after provision for depreciation, amounted to over 9 times interest requirements on this issue for the period.

Circular gladly furnished upon request.

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will grow 2 feet first year — 25 plants sufficient for 25 feet (12 to 20 inches bushy) $2.98—seedlings 12 inches high $4.50 per 100 (plant 6 inches apart)

Giant Exhibition Peonies in colors red, white or pink, 3 for $1.89

Apple trees 3 feet high in varieties McIntosh, Spy, Delicious, 3 for $1.98

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GO EAST, YOUNG WOMAN!

Less than two years ago, talented twenty-one-year-old Dianne Foster blazed out of the west (Edmonton) to become one of Toronto's top-ranking radio actresses. "Stage 50", "Buckingham Theatre", special shows and commercial radio features give her star billing. Television beckons in the not too distant future. Next week, SATURDAY NIGHT'S RADIO COLUMN tells about her climb to fame.

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Balkan Sobranie
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London-Fresh in hermetically-sealed tins at all better tobacconists and department stores.

Balkan Sobranie Cigarettes are now obtainable for particular smokers who know and appreciate the quality blend of a better cigarette.

Lake Shore Mines Limited

(No Personal Liability)

Dividend No. 120

NOTICE is hereby given that a dividend of Twenty Cents per share on the issued capital stock of the Company, will be paid on the fifteenth day of March, 1950, to shareholders of record at the close of business on the fifteenth day of February, 1950.

By order of the Board.

KIRKLAND SECURITIES LIMITED
SECRETARY

Dated at Kirkland Lake, Ontario.
February 4th, 1950.

Insurance:

FIRE BRIGADES

IN THE early days of the business there was a very close connection between fire insurance and fire brigades. In fact, a number of the pioneer insurance companies maintained fire brigades of their own, but each brigade confined its activities to the extinguishment of fires in buildings insured with its own company. It could identify such buildings, as each company had a distinguishing fire mark in the form of a metal plaque which was attached to a building when it was insured. When the brigade arrived at the scene of a fire and found that the building was uninsured or insured with some other company, it went home or made a bargain with the occupant for the use of its services.

It has long been recognized, however, that it is not the function of insurance companies to engage in the work of extinguishing fires, but that the responsibility for coping with fires after their outbreak rests with the public. Municipal fire brigades are established and maintained for this purpose. From time to time there is criticism of the methods employed in fighting certain fires. Of course development of fire brigade service has been one of evolution, and it is open to question whether it has kept pace with the progress of industry generally. Fire departments are operated for use and not for profit. There is no force of competition behind the fire brigade to create the best service.

Modern requirements call for technically-trained men in our fire departments, but methods of recruiting in most cases have not been such as to provide the technical talent necessary to deal with the problems involving chemistry, physics and almost every branch of engineering that arises in the daily work of fire fighting and fire prevention. Indeed, the knowledge of the properties of flammable and explosive materials that is necessary for successful fire fighting in buildings containing such materials must be extensive if fire departments are to be effective enforcing agencies for municipal fire prevention regulations covering special hazards.

For want of expert handling at the outset, a small fire may become a big one with heavy loss, while for lack of fire safety regulations or their enforcement many fires occur which otherwise would never even have started. All such losses add to the annual fire waste bill which in one way or another the public must pay, as the higher the losses the higher the rates charged for fire insurance.—*George Gilbert.*

■ Frowde Seagram, President of Dominion Life Assurance, says his Company has completed the best year in its history. Business in force increased in 1949 by $33,200,000, bringing the total to $404,490,000.

■ R. G. Ivey, President of the Northern Life Assurance Company of Canada, has announced the total of new business in 1949 to be $17,208,243. This compares with new business in 1948 of $15,965,421. The business in force at December 31, 1949 was $116,999,373.

press

JIG-SAW PUZZLE

WHEN A REPORTER becomes critical about his job, he can always cry in his beer and come back the next day convinced the newspaper business isn't so bad after all. In Vancouver, when a reporter feels that way, he clothes himself in righteous indignation and writes a story about his calling.

Columnist Jack Scott of *The Vancouver Sun* doesn't like the way Canadian newspapers are discharging their duty. In his daily "Our Town" he said they are dull, lacking in purpose, and failures in their presentation of the background of the news. "Newspapers are a hodgepodge of unrelated drab items."

Scott longs for "the revival of the old-time reporters dedicated to conveying impression and feeling and not mere fact" . . . "this can be done under modern newspaper pressure with a team of reporters, the pick of each staff, free to search for and write the news that transcends deadlines." He suggests the technique of the weekly news magazines to capture a reader's interest by "telling a story", rather than merely chronicling one 24-hour chunk of news and leaving the reader to fit the jig-saw puzzle together.

Managing Editor Himie Koshevoy, speaking for the publisher, conceded one to Scott on the fragmentary presentation of breaking news, but pleaded the time element and the unrelenting flood of fresh news. He accused Scott of confusing the scope of the magazine with that of a newspaper. "The first entertains and slants its news, while the newspaper informs to the best of its ability."

"Scott would like to herd us back to the long-winded, careless writing . . . the clouded and cloying styles of yesteryear when the reporters ranted and the reader had to have all day to reason it out."

■ *The Gateway*, University of Alberta student newspaper, was turned over for a special edition to the engineers. When University President Dr. Robert Newton read it the next morning, he padlocked the publication "indefinitely." Exception was taken to objectionable jokes reprinted from the old "casserole" column.

Banner-waving students were on the streets of Edmonton the next day shouting: "We want a gateway." Students' Council called a meeting and assured President Newton a repeat performance of the jazz issue would not happen. The ban was lifted, pending approval by the dean's council Feb. 21.

■ Competition: *The Vancouver Daily Province* adopted a *Chicago Sun* promotion stunt in offering a total of $10,000 for information leading to solutions of unsolved murders. The *Vancouver Sun*, three hours later, came out in its home edition with an identical offer, played it in the same place (top left hand of page one) and used the same "go to it" endorsement of Chief Constable Walter Mulligan and Mayor Charles Thompson.

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Your dollar now buys much more in England and on the Continent. Plan a leisurely winter crossing on a Canadian Pacific White Empress and enjoy a "holiday week" at sea en route. Both famous Empress liners feature spacious bedrooms and lounges . . . games, dancing, movies . . . superb cuisine and faultless service. Return accommodation available. There never was a better time than now to visit Europe.

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March 1 • March 29

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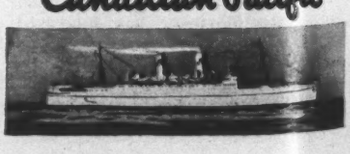

—CP

QUEBEC *Sculptor Cleophas Soucy is putting the finishing touches on a cast of Grattan O'Leary, one of the group of Canadian newspapermen being carved into the walls outside the House of Commons reading room.*

■ A three-year diploma in journalism and publicity will begin next September at the Ryerson Institute of Technology, Toronto. In response to the demand by the publishing industry for young people trained in all aspects of the business, the Ontario Department of Education will provide an extensive course on hand composition, letterpress, offset, bookbinding; journalism; sociology, current events, history and English.

Edward Parker, director of the School of Graphic Arts at Ryerson, says "(the course) will be the idealization of the old system whereby the white-haired boy is taken through all the departments of a newspaper. But at the school, he won't be taking up any production time."

by and large

■ "All at once a bee came and was running around my face. I took my hat and was trying to kill the bee," said Montreal Salesman Paul Kissayan. Then he heard a woman shout and found he had crashed into another car. "A very vivid imagination," said Judge Samuel Factor awarding $265 and costs to the driver of the other car.

■ In Vancouver nine schoolgirls were sent home from Magee High School for appearing in "drapes." School Superintendent H. N. MacCorkindale said: "The School Board has no definite rule on slacks," but at a recent meeting of the trustees it was decided that girls could wear slacks if not "too sensational or distracting."

■ Roy Pritchard of Toronto thinks a practical joker can go too far. At midnight one night last week, police cruiser No. 23 arrived and two officers asked "Where's the body?" They had just left when a gas company emergency truck driver rushed up saying "Where's the leak?" Then back came cruiser No. 23, this time looking for "bodies," followed closely by the coroner, the fire reels looking for a "three-alarm fire," a hydro truck and an ambulance. By this time it was 2 a.m.

B I F

1950

YOU HAVE NEEDS . . . Britain is making the goods to meet them

Designing for your needs now has first call on Britain's resources and skill. She has studied your requirements, and has welcomed your buyers in greater numbers every year.

Exhibiting at the British Industries Fair 3,000 manufacturers will reveal their latest products, and from every country overseas 16,000 buyers will assemble to make immediate selections for their own markets.

Making new goods for the world has raised Britain's production to a record level. In turn these exports enable her to buy — and Britain is the world's greatest customer.

Trade Buyers! Ensure your accommodation now *because tourists also reserve Britain's hotels in May.*

★ *B.I.F., the largest national trade fair, will be extended in 1950. Exhibits alone will occupy 100,000 square metres.*

★ *For the convenience of buyers public admission is restricted throughout the Fair.*

★ *Twenty-six groups of allied trades will represent ninety industries.*

★ *Engineering & Hardware in Birmingham. Lighter Industries in London.*

BRITISH INDUSTRIES FAIR

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INFORMATION about exhibitors, advance catalogues, special displays and facilities at the Fair can be obtained from the United Kingdom Trade Commissioner at Ottawa, Montreal, Toronto, Vancouver or Winnipeg; or from the Imperial Trade Correspondent at St. John's or Halifax

Painted for O'Keefe's by the prominent Canadian artist, Franklin Arbuckle, R.C.A., O.S.A.

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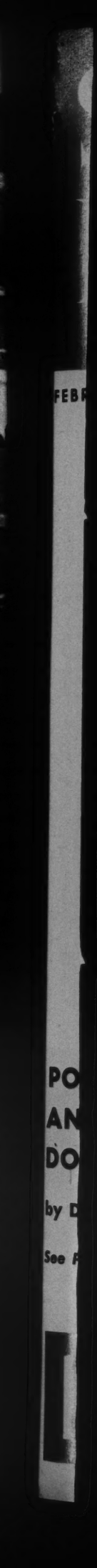
Minutes to go . . . and the Bears have a one-goal edge on the Cats. It's the climax to a season of action-packed battles. Hockey, Canada's national winter sport, is a game enjoyed by old and young alike . . . a symbol of that pride in teamplay which has helped make us one of the world's great nations.

Since 1943, O'Keefe's advertising has traced the stages of Canadian development. Traditions, events and opportunity have been illustrated in a series of fine paintings by distinguished Canadian artists. In 1950 O'Keefe's will provide an opportunity for the further development of Canadian art.

F210

O'KEEFE'S ART AWARDS

Eighteen awards, ranging in value from $200 to $1,000 will be granted to young Canadian artists. These awards will enable students of promise between the ages of 18 and 30 to further their training. Complete details, together with application forms may be obtained by writing to: The Director, O'Keefe's Art Awards, 47 Fraser Avenue, Toronto, Ontario, to whom completed application forms must be sent not later than April 15th, 1950.

O'Keefe's

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